

# **EXHIBIT A**

IN THE UNITED STATES DISTRICT COURT  
FOR THE SOUTHERN DISTRICT OF INDIANA

---

American Petroleum Institute,

Plaintiff,

v.

Bullseye Automotive Products, Inc., and  
Bullseye Lubricants Inc.,

Defendants.

---

§  
§  
§  
§  
§  
§  
§  
§  
§  
§  
§

Civil Action No. 1:13-cv-1112TWP-DML

EXPERT REPORT OF W. TODD SCHOETTELKOTTE  
RELATING TO IRREPARABLE HARM



---

W. TODD SCHOETTELKOTTE

7-22-14

---

DATE

CONFIDENTIAL - OUTSIDE ATTORNEYS EYES ONLY

## **I. NATURE OF INVOLVEMENT**

1. I have been retained as an expert on behalf of American Petroleum Institute (“API”) to analyze, from an economic and commercial perspective, and offer my opinions regarding the nature and components of harm API has sustained, and will continue to sustain absent injunctive relief, pursuant to its assertion of trademark infringement and false advertising by Bullseye Automotive Products, Inc., and Bullseye Lubricants Inc. (collectively “Bullseye”). Furthermore, my analysis and opinions relate to whether or not those components of harm can be remedied through monetary compensation or are otherwise irreparable.

## **II. CREDENTIALS AND COMPENSATION**

2. I am a Shareholder and Director of IPFC Corp. (“IPFC”),<sup>1</sup> an independent consulting firm that provides a variety of consulting services, including financial analysis and valuation assessments for companies relating to technology issues, such as patents, trademarks, trade secrets, copyrights, and other forms of intellectual property. For nearly 20 years, I have provided financial consulting services in a variety of litigation matters and disputes, including intellectual property, breach of contract, business interruption, valuation, and general damage assessments. These services have included analyses of lost sales, lost wages, lost profits, incremental profits, price erosion, reasonable royalties, product line profitability, fixed and variable costs, cash flows, and other related financial information. I have consulted with numerous publicly traded and closely held companies in a variety of industries, including semiconductors, software, Internet, telecommunications, electronics, consumer products, medical products, food services, oil and gas, biotechnology, and others.

---

<sup>1</sup> IPFC is a consulting firm and not a CPA firm.

3. I am a Certified Public Accountant ("CPA"), licensed in Texas, and a Certified Valuation Analyst ("CVA"). I am a member of the American Institute of CPAs ("AICPA"), the Texas CPA Society, and the National Association of Certified Valuation Analysts ("NACVA"). I am also a member of the Licensing Executives Society ("LES"), an organization of more than 5,000 members, including corporate executives and professionals involved in the licensing and valuation of patents, trademarks, and other intellectual property. Additionally, I have served as a Guest Lecturer at the Chicago-Kent College of Law. Attached as Schedule 1 to this report is a summary of my professional background and testimony experience.

4. IPFC is compensated for its involvement in this matter based upon IPFC's hourly billing rates. My time is currently billed at a rate of \$475 per hour. IPFC's fee is not contingent upon the outcome of this litigation.

### **III. INFORMATION REVIEWED AND CONSIDERED**

5. In connection with the preparation of this report, I have considered information from a variety of sources, including documents and data produced in this case, legal documents prepared in this case (and related exhibits), declarations given in this case (and related exhibits), and publicly available information, such as articles, press releases, and Internet websites. I have also held discussions with Kevin Ferrick, API's Manager for Global Industry Services.<sup>2</sup>

6. In forming my opinions in this case, I have also relied upon my nearly 20 years of experience and expertise in calculating damages. To the best of my knowledge, a full list of the documents and other information that have been reviewed and considered as of the date above is shown in Schedule 2 attached to this report. My analysis in this case is ongoing. Should additional information, such as documents and electronic data provided by the parties,

---

<sup>2</sup> I understand that Mr. Ferrick oversees API's Engine Oil Licensing and Certification System ("EOLCS").

testimony, whether through expert report or deposition, or rulings issued by the Court, come to my attention after the date of this report, I may find it necessary to update or revise my analysis, opinions, and conclusions.

#### **IV. SUMMARY OF OPINIONS**

7. Pursuant to my economic and commercial analysis of the nature and components of harm to API in this matter, in my opinion, the total harm that has been and would continue to be sustained by API absent injunctive relief is and would be irreparable. I have also weighed the balance of hardships and found that the hardship suffered by API related to both its quantifiable damages and the irreparable harm it would sustain outweighs any hardship that would be suffered by Bullseye. Finally, I considered how the imposition of an injunction would impact the public, including resellers of oil products and motorists. In my opinion, the public, consisting of third party resellers of oil products and motorists would benefit economically from Bullseye being enjoined from marketing its products with the accused infringing marks and false claims of meeting API standards. Furthermore, it is my opinion that a recall would not be overly burdensome for Bullseye, especially in light of the ongoing harm that would be sustained by API should the accused Bullseye engine oil products remain on the market, and is therefore appropriate in this matter.

#### **V. BACKGROUND**

##### **A. American Petroleum Institute**

8. The American Petroleum Institute, a Washington, District of Columbia corporation, was born out of a newly fractured U.S. oil and natural gas industry and its efforts to work with the U.S. Congress to support the World War I war efforts. The industry was comprised of “companies created in 1911 after the court-imposed dissolution of Standard Oil

and the 'independents'... [These companies] had no experience working together, but they agreed to work with the government to ensure that vital petroleum supplies were rapidly and efficiently deployed to the armed forces."<sup>3</sup> Overseeing this effort was an organization, known as National Petroleum War Service Committee, which was originally formed under the U.S. Chamber of Commerce, and later became a quasi-governmental body.<sup>4</sup> "After the war, momentum began to build to form a national association that could represent the entire industry in the postwar years. The industry's efforts to supply fuel during World War I not only highlighted the importance of the industry to the country but also its obligation to the public..." and thus the American Petroleum Institute was formally established on March 20, 1919 to:<sup>5</sup>

- Afford governmental cooperation in matters of national concern;
- Foster international trade in American petroleum products;
- Promote interests of the petroleum industry in all its branches; and
- Promote "the mutual improvement of its members and the study of the arts and sciences connected with the oil and natural gas industry."

9. Through the years, API has expanded its efforts related to the oil and natural gas industry. These efforts have and continue to include gathering and reporting industry statistics, the standardization of oil field equipment, and advocacy on issues related to, for example, regulations and taxation. "With more than 500 corporate members, we are one of the country's largest national trade associations, and the only one that represents all aspects of America's oil and natural gas industry."<sup>6</sup>

---

<sup>3</sup> <http://www.api.org/globalitems/globalheaderpages/about-api/api-history>

<sup>4</sup> <http://www.api.org/globalitems/globalheaderpages/about-api/api-history>

<sup>5</sup> <http://www.api.org/globalitems/globalheaderpages/about-api/api-history>

<sup>6</sup> <http://www.api.org/globalitems/globalheaderpages/about-api/api-history>

10. For the protection of consumers, API has developed a program known as the Engine Oil Licensing and Certification System ("EOLCS"). EOLCS is a "voluntary licensing and certification program that authorizes engine oil marketers who meet specified requirements to use the API Engine Oil Quality Marks."<sup>7</sup> These API Marks are applied directly to the labels "on each container of oil that retains the certification for and is there to help consumers identify quality engine oils for their gasoline- and diesel-powered vehicles."<sup>8</sup> In 1993, API replaced an earlier engine oil certification program with the EOLCS program, which was "a cooperative effort between the oil and additive industries and vehicle and engine manufacturers Ford, General Motors, and Chrysler and those represented by the Japan Automobile Manufacturers Association and the Engine Manufacturers Association. The performance requirements and test methods are established by vehicle and engine manufacturers and technical societies and trade associations such as the American Society for Testing and Materials (ASTM), Society for Automotive Engineers (SAE), and American Chemistry Council (ACC)."<sup>9</sup> The EOLCS Program is supported by a vigilant monitoring and enforcement program that ensures licensees adhere to program requirements. Included in this monitoring and enforcement program are physical, chemical, and performance tests on licensed engine oils as well as verification of API-registered Marks being properly displayed on containers and conveyance of accurate information to consumers.<sup>10</sup> As shown on Schedule 3 to this report, there are nearly 600 licensees of API's EOLCS Program and API's Marks, of which approximately 40 percent are based in the United

---

<sup>7</sup> <http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid>

<sup>8</sup> <http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid>

<sup>9</sup> <http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid>

<sup>10</sup> <http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid>

States, and the remaining licensees are spread among more than 50 countries. The nearly 600 API Mark licensees market more than 12,000 products which display the API Marks.<sup>11</sup>

11. In addition to its enforcement efforts, API spends a significant amount of the royalties it collects from its EOLCS program licensees to market the API Marks and to develop new performance standards to keep up with evolving engine technologies. With regards to its marketing efforts, the EOLCS program is marketed by API in a number of ways including:

- Developing and maintaining its Internet presence;
- Developing and maintaining a presence in social media;
- Employing search engine marketing (boosting Internet presence);
- Employing web-based geo-targeting;
- Creating a unique web presence for its Motor Oil Matters (“MOM”) program and awareness campaign;
- Developing and maintaining a web-based database for the MOM program;
- Hiring expert spokespersons; and
- Attending annual tradeshow events, including the Mid-America Trucking Show,<sup>12</sup> the STLE Annual Meeting and Exhibition (lubricant products),<sup>13</sup> AAPEX Show (aftermarket products),<sup>14</sup> and the NACS Show (convenience stores),<sup>15</sup> at which API personnel maintain a booth and distribute motor oil guide literature and other consumer marketing materials promoting the EOLCS program as well as the API Marks.

12. In addition to these marketing endeavors by API to promote its certifications and Marks, consumers are made aware of the appropriate API certifications and API Marks

---

<sup>11</sup> <http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid>; Discussion with Kevin Ferrick

<sup>12</sup> <http://www.truckingshow.com/>

<sup>13</sup> <http://www.stle.org/events/annual/details.aspx?>

<sup>14</sup> <http://www.aapexshow.com/2014/public/enter.aspx>

<sup>15</sup> <http://www.nacsonline.com/nacsshow/Pages/default.aspx>



associated with their vehicles' specific engine requirements through review of their vehicle owners' manuals.<sup>16</sup> Consumers are further made aware of the API certifications and marks from "numerous vehicle maintenance Web sites [which] advise consumers to purchase only oils certified to meet API's standards."<sup>17</sup> As stated by Kevin Ferrick, Manager in API's Global Industry Services Department, a position which involves overseeing API's EOLCS program:<sup>18</sup>

API's EOLCS certification program and related API Certification Marks are of vital importance to engine oil manufacturers, marketers, and consumers. An engine oil bearing one or more of the API Certification Marks informs purchasers that the oil: (a) is interchangeable or compatible with other engine oils, (b) has been formulated pursuant to recognized quality management systems that are designed to ensure purity and reliability and maximize engine performance, and (c) meets industry standards that are designed to ensure that engines perform in a safe, efficient, and appropriate manner and thereby reduce the potential for engine damage. In short, end consumers rely on the API Certification Marks to be certain that the engine oil they purchase will perform as intended in accordance with industry standards.

13. As such the engine oil product marketers understand the value proposition of certifying their engine oil products through the API EOLCS program, and the importance of their engine oil products bearing the API Marks. Pursuant to this value proposition, the voluntary API EOLCS licensees promote their products' API certifications and prominently display the API Marks, not only on their products but on their websites as well.<sup>19</sup> "As a result of these references to API's certification marks, the marks have acquired awareness and good will, and the appearance of being API certified is an important selling point for any engine oil."<sup>20</sup>

---

<sup>16</sup> Third Declaration of Kevin Ferrick in Support of Motion for Preliminary Injunction, February 18, 2014

<sup>17</sup> Third Declaration of Kevin Ferrick in Support of Motion for Preliminary Injunction, February 18, 2014

<sup>18</sup> Declaration of Kevin Ferrick, October 25, 2013, p. 4

<sup>19</sup> <http://www.pennzoil.com/learn-about-motor-oil/types-of-oil-and-recommended-use/>;

<http://royalpurplepowered.blogspot.com/2011/12/learn-label-lingo-selecting-best-oil.html>

<sup>20</sup> Third Declaration of Kevin Ferrick in Support of Motion for Preliminary Injunction, February 18, 2014

14. The one main goal of API's MOM campaign is to make sure that motorists receive high-quality oil. This is facilitated by "maintaining a secure chain of custody for motor oil from oil marketer to distributor to installer to vehicle. For years, the American Petroleum Institute (API) has licensed motor oil meeting API standards. Now, API is focusing on the process by which motor oil travels from oil marketers to the consumer. Ensuring proper chain of custody will assure consumers receive the high-quality oil they expect."<sup>21</sup>

15. In addition to its EOLCS program, API began testing off-the-shelf engine oils carrying the API Starburst and Donut under its Aftermarket Audit Program ("AMAP") in 1994. In 1999, API began testing engine oil product dispensed from bulk containers at quick-lube facilities, service stations, auto dealerships, and truck maintenance facilities.<sup>22</sup> The AMAP program monitors EOLCS licensees' compliance with the API standards. For example, under the AMAP program, API-licensed engine oils are purchased in the marketplace and tested to determine their physical, chemical, and performance properties and compared to licensee formulations on file at API. Tested oils products that conform demonstrate results consistent with the formulations on-file and meet program requirements. The oil product samples undergo a number of tests, including "elemental analysis, viscosity at 100°C, and high-temperature/high-shear testing. They may also be tested for cold cranking, pumpability, volatility, gelation, foaming, filterability, flash point, and shear stability. Product packages are checked to make sure they correctly display the API Marks and carry product trace codes."<sup>23</sup> Should a licensed oil product "not match the physical and chemical data on file with API, API will work with the licensee to evaluate the nonconformity and take appropriate corrective action. Unresolved nonconformance issues are subject to additional enforcement actions"

---

<sup>21</sup> <http://www.api.org/certification-programs/mom>

<sup>22</sup> <http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid>

<sup>23</sup> <http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid>

which “may include termination of the license to display the API Marks and removal of noncomplying product from the marketplace. If a licensed or unlicensed oil displays an improper label or unauthorized labeling data, API will require the marketer to cease and desist from committing the violation and will request verification that the violation has been corrected.”<sup>24</sup>

16. According to its website, API’s “AMAP superseded the Oil Labeling Assessment Program (OLAP), a testing program jointly funded by the U.S. Army, the Independent Lubricant Manufacturers Association (ILMA), the former American Automobile Manufacturers Association (AAMA), and API. In the last 10 years, API has tested more than 6,000 licensed oils from around the world.”<sup>25</sup>

#### **B. API Marks**

17. API licenses two types of Marks for engine oil products: the API Certification Mark “Starburst” and the API Service Symbol “Donut.” When licensed, these engine oil products may be labeled with one or both of the API Marks. API Certification Marks are designed for identifying engine oils recommended for a general application (for example, gasoline, fuel-flexible, light-duty diesel) and may be licensed only if an oil satisfies the requirements of the most recent and applicable International Lubricant Specification Advisory Committee (“ILSAC”) minimum performance standards.<sup>26</sup> An example of the API Certification Mark is shown in the figure below.

---

<sup>24</sup> <http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid>

<sup>25</sup> <http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid>; Discussion with Kevin Ferrick

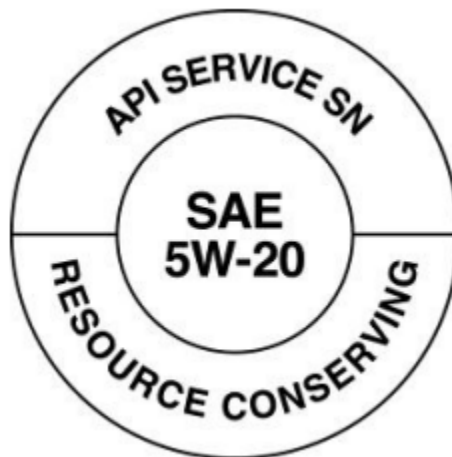
<sup>26</sup> API’s Engine Oil Licensing and Certification System, Seventeenth Edition, September 2012, p. 5

**Figure 1: API Certification Mark**



18. The second API Mark licensed for engine oil products, the API Service Symbol “may be licensed for use with passenger car motor oils, diesel engine oils, or both as long as the oils meet the performance requirements of an appropriate API Service Category or Categories.”<sup>27</sup> An example of the API Certification Mark is shown in the figure below.

**Figure 2: API Service Symbol Mark**



19. API has invested time and money in establishing and maintaining its marks. For example, in addition to the enforcement and marketing activities associated with the API

---

<sup>27</sup> API’s Engine Oil Licensing and Certification System, Seventeenth Edition, September 2012, p. 6

standards and corresponding marks, API has registered its marks internationally as shown on Schedule 4 to this report.

20. As discussed above, the “API EOLCS is a voluntary licensing and certification program designed to define, certify, and monitor engine oil performance deemed necessary for satisfactory equipment life and performance by vehicle and engine manufacturers. Its purpose is to ensure that engine oils meeting the minimum performance standards of vehicle and engine manufacturers are easily identified by consumers.”<sup>28</sup> Use of either of the two API Marks requires an engine oil marketer to obtain a license from API which in turn is based on prerequisite “reporting requirements for physical and chemical properties, documentation and verification of engine and bench test performance, conformance and enforcement procedures, fees, trace codes, application procedures, and licensing requirements.” The licenses granted by API for its Marks are valid for one year as long as all program requirements continue to be met and are renewed annually upon completion of all renewal steps.<sup>29</sup>

**C. Bullseye Automotive Products, Inc.**

21. Bullseye Automotive Products, Inc., which also does business under the name Bullseye Lubricants, Inc., packages and markets “inexpensive motor oil.”<sup>30</sup> Bullseye sells its engine oil products to wholesalers and distributors,<sup>31</sup> who then market it to “dollar stores, gas

---

<sup>28</sup> API’s Engine Oil Licensing and Certification System, Seventeenth Edition, September 2012, p. 12

<sup>29</sup> API’s Engine Oil Licensing and Certification System, Seventeenth Edition, September 2012, p. 12

<sup>30</sup> Deposition of Carlos Silva, January 10, 2014, pp. 11, 21

<sup>31</sup> I have identified seven wholesalers/distributors to which Bullseye has sold its engine oil products, which include: Capital Sales Company, Atlanta Wholesale, Chicago Imports, Inc., LEADER, National Foods & Beverages, Inc., Omar Distributors, Inc., and Chicago City Distributors, Inc. Exhibit 30 to the Deposition of Carlos Silva, January 10, 2014

stations... [and convenient] stores.”<sup>32</sup> Bullseye is an Illinois based corporation owned and operated by Carlos Silva which began its business operations in approximately 2010.<sup>33</sup>

#### **D. Background of the Dispute**

22. According to the Complaint filed by API in this matter, Bullseye has never produced or marketed engine oil products certified by API as part of its EOLCS program, and has therefore never been authorized to use the API Starburst certification or API Donut service symbol Marks. However, Bullseye is accused of marketing its engine oil with labels “bearing two separate counterfeit versions of the API certification marks. The labels for these Bullseye products also bore false claims and misleading statements suggesting that the products met specific API service category performance levels or were otherwise appropriate for current model automobiles.”<sup>34</sup> An example of Bullseye’s engine oil product labels with the accused infringing marks and false claims is shown in the figure below.

---

<sup>32</sup> Deposition of Carlos Silva, January 10, 2014, pp. 190-191

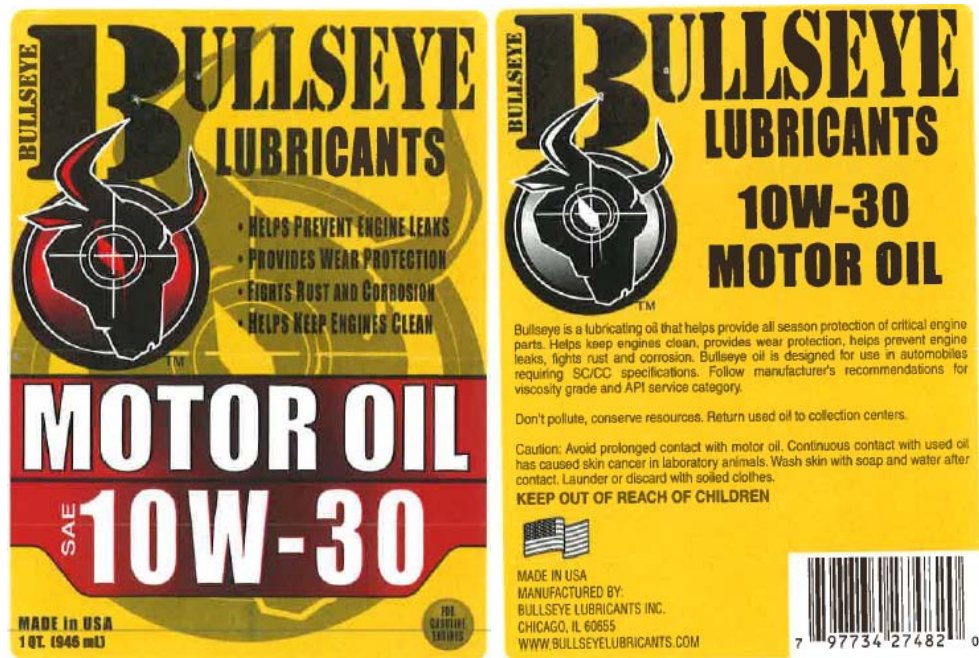
<sup>33</sup> Complaint, July 11, 2013, p. 2; Defendant’s Opposition to Motion for Preliminary Injunction, January 31, 2014, p. 1; Deposition of Carlos Silva, January 10, 2014, p. 17

<sup>34</sup> Complaint, July 11, 2013, pp. 8-9; The specific API service category performance levels claimed to have been met by Bullseye’s engine oil products were API service categories SC and CC.

Figure 3: Bullseye Engine Oil Product Label with Accused Infringing Mark (Starburst)



Figure 4: Bullseye Engine Oil Product Label with Accused Infringing Mark (Donut)



**Figure 5: Closeup of Bullseye Engine Oil Product Infringing Marks**



23. In addition to the accused marks, the back labels on Bullseye’s engine oil products state: “Designed for use in automobiles requiring SC/CC specifications.” However, as stated in API’s Brief in Support of its Motion for Preliminary Injunction, Bullseye’s engine oil products have been tested by independent laboratories which have “established that the oil did not meet API’s performance standards, but is in fact merely recycled used engine oil and does not conform to any API service category, past or present.”<sup>35</sup>

24. As discussed in the sections below, trademarks can be a source of significant value associated with the goodwill and reputation to companies and that value can be harmed in a number of ways if an infringing mark is on the market with the potential of confusing consumers of products that bear those marks. In this matter, the combination of the accused Bullseye marks with the false statements in the label texts about API service categories could increase the likelihood of confusion and resulting harm.

---

<sup>35</sup> Plaintiff’s Brief in Support of its Motion for Preliminary Injunction, October 31, 2013, p. 8



## VI. ANALYSIS AND OPINIONS

### A. Trademark Value

25. Intangible assets, including trademarks, can be a source of significant value to companies. In fact, the research of a number of observers has indicated that trademarks and other intangible assets can account for 2/3 to over 3/4 of a company's market value.<sup>36,37</sup> A trademark can generally be defined as any "word, name, symbol or device, or any combination thereof" used to distinguish goods from those manufactured by others and to indicate the source of the goods".<sup>38</sup> Well established trademarks are valuable because they can provide a source of competitive advantage in the market place and, ultimately represent a very powerful driver for value.

26. In a competitive marketplace, a trademark may be the only distinguishing feature of a product by indicating to the public the quality, uniqueness and reputation of a company's offerings. At the same time, a trademark serves to protect the public from potential confusion associated with identifying the source of a desired product. Further, a company's trademark can actively influence customers' purchasing decisions and reduce the risk to the consumer by making the selection process easier in a crowded marketplace. As a result, companies invest significant resources to establish and build the awareness, acceptance and value of their trademarks. This requires that companies protect trademarks to safeguard the related investments in time and money. Thus, companies often protect their trademarks from improper use to maximize the expected benefits and to safeguard their related investments. If

---

<sup>36</sup> Vermont, Samson. *Patent Costs and Benefits: The Economics of Litigation - Part 2*

<sup>37</sup> Davis, Adrian and Spicer, Lucinda. *Intellectual Asset Management, An International Perspective on Brand Valuation and Management*. October 2003

<sup>38</sup> Glick, Mark A., Richard Hoffman and Lara A. Reyman. *Intellectual Property Damages Guidelines and Analysis*. Hoboken, NJ: John Wiley & Sons, Inc., 2003

not vigorously protected, investments in trademarks and their corresponding goodwill may suffer or be lost altogether.

27. The value and reputation of a trademark can be harmed in a number of ways. One way a trademark can lose its value is if confusion exists in the minds of the public with regards to the distinctiveness of the trademark. An unprotected trademark can lose its distinctiveness in the market and fall into generic use. For example, words such as “zipper”, “escalator” and “aspirin” were protected trademarks that have become generic and have lost their ability to distinguish the source of a particular good because they were not protected. Another way that trademark value can be harmed, if unprotected, is through unauthorized or improper use. For example, trademarks can be diluted through either blurring or tarnishment when the mark is linked with products or services of inferior quality.

#### **B. Permanent Injunction – Irreparable Harm**

28. Pursuant to Section 34 of the Lanham Act, 15 U.S.C. §1116(a), I understand that one of the remedies that a federal court has the authority to grant in trademark infringement matters is an injunction, whereby the defendant would be enjoined from using the trademarks found to be infringing. In such cases, where injunctive relief is sought by the plaintiff, a multi-factor test, recently reconfirmed by the Supreme Court in *Winter v. Natural Resources Defense Council, Inc.*, (“*Winter*”) and *Mercexchange, L.L.C. v. eBay, Inc.*, (“*eBay*”) is employed by a federal court to determine whether injunctive relief is warranted. These factors include:<sup>39</sup>

- (1) Whether the plaintiff has and will suffer irreparable harm in the absence of an injunction;<sup>40</sup>

---

<sup>39</sup> In addition to the factors listed in this report, I understand the Courts also consider a legal factor which is based on whether or not the infringement case has succeeded on the merits.

<sup>40</sup> The *eBay* case also considers whether or not remedies at law are adequate for the harm caused, however, I have considered this to be overlapping with the factor that considers whether or not the harm sustained was irreparable.

- (2) Whether or not, considering the balance of hardships between the plaintiff and defendant, an injunctive remedy is warranted; and
- (3) Whether or not the public interest would be disserved by the granting of an injunction.

29. As part of my analysis, I considered these factors pursuant to API's accusations of trademark infringement against Bullseye in this matter.

*i. Irreparable Harm*

30. I understand that irreparable harm is "harm that cannot be prevented or fully rectified by the final judgment after trial."<sup>41</sup> Furthermore, the courts acknowledge, as a consideration for granting injunctive relief, that there may include injuries sustained by the plaintiff, where remedies available at law, such as monetary damages, may be inadequate to compensate for that injury.<sup>42</sup> For example, harm to goodwill and reputation are inherently irreparable, because they are very real, but "difficult to measure in dollars and cents."<sup>43</sup> In such cases monetary damages may be difficult and even impossible to quantify and the harm results in "impairment of intangible values" that cannot be undone, "such as the strength of plaintiff's mark and its reputation and goodwill."<sup>44</sup>

31. In this case, where consumers are likely to confuse engine oil products, and API, the trademark owner, cannot control the quality of products labeled with the accused infringing trademarks, harm can result to the goodwill and reputation of API.<sup>45</sup> As stated by Mr. Ferrick:<sup>46</sup>

---

<sup>41</sup> *Roland Mach. Co. v. Dresser Indus., Inc.*, 749 F.2d 380, 386 (7th Cir. 1984)

<sup>42</sup> *Metro-Goldwyn-Mayer Studios, Inc., et al. v. Grokster, LTD, et al.*, 518 F. Supp. 2d 1197 – Dist. Court, C.D. California (2007); *Weinberger v. Romero-Barcelo*, 456 U. S. 305, 311-313 (1982); *Amoco Production Co. v. Gambell*, 480 U. S. 531, 542 (1987)

<sup>43</sup> *Proving Irreparable Harm -- Have The Standards Changed?*, by C. Griffith Towle and Robert Zarco, October 2012

<sup>44</sup> *Koppers Co., Inc. v. Krupp-Koppers (GmbH)*, 517 F. Supp. 836, 849-50 (W.D. Penn. 1981).

<sup>45</sup> *Proving Irreparable Harm -- Have The Standards Changed?*, by C. Griffith Towle and Robert Zarco, October 2012

<sup>46</sup> Third Declaration of Kevin Ferrick in Support of Motion for Preliminary Injunction, February 18, 2014

If consumers erroneously perceive that Defendants' oil meets API's standards or is API certified, API will lose control over its reputation as a reliable certifier of quality engine oils, and will experience damage to its goodwill. Consumers who use Defendants' oil and suffer damage to their vehicles, while believing that Defendants' oil is certified by or approved by API, will come to doubt API's standards. This misperception that API endorses Defendants' oil may, in turn, lessen the value of the certification mark to API's licensees.

32. This harm to reputation and goodwill, sustained by API, is intangible and, thus, more difficult, if not impossible to adequately quantify from an economic, commercial and financial standpoint. Further, this trademark infringement will cause significant and irreversible harm to API and its licensees pursuant to consumers' negative experience which will permanently affect consumers' view of and faith in engine oil products bearing the API Marks or otherwise claiming to meet API standards.<sup>47</sup> Continued trademark infringement and false claims by Bullseye will only further this harm as more and more consumers come in contact with the inferior Bullseye engine oil products bearing the accused infringing trademarks and claims to meet API standards. In this situation, where Bullseye's engine oil products fall short of the API's 'quality standards, the public will be misled, and the trademark will cease to have utility as an informational device."<sup>48</sup>

33. As discussed later in this report, evidence exists of confused and angry consumers being harmed by using the inferior sub-standard Bullseye engine oil products bearing the accused infringing trademarks and false claims. Furthermore, the fact that this information is being posted on Internet web forums, a wide and uncontrollable dispersion of this information is facilitated which can tarnish the API trademark and reputation as a standards setting body. While a corrective advertising campaign may be considered by API in

---

<sup>47</sup> *Proving Irreparable Harm -- Have The Standards Changed?*, by C. Griffith Towle and Robert Zarco, October 2012

<sup>48</sup> *Kentucky Fried Chicken Corp. v. Diversified Packaging Corp.*, 549 F.2d 368, 380 (5th Cir. 1977)

this instance, the budget for such a campaign could not be adequately assessed given the viral and uncontrollable spread of this information on the Internet.

34. In addition to the harm to its reputation and goodwill, as stated by Mr. Ferrick, the “misperception that API endorses Defendants’ oil may, in turn, lessen the value of the certification mark to API’s licensees.”<sup>49</sup> This is particularly poignant given that “the counterfeit goods are competing directly with genuine engine oils actually manufactured and bottled in compliance with API performance standards. Moreover, the goods travel in the identical channels of trade and are offered to the same consumers.”<sup>50</sup> In my opinion, this scenario, where the value of the certification mark to API’s licensees is diminished, will result in a spiraling of irreparable harm. For example, API’s relationships with its licensees could become frayed as the licensees come to believe that they are paying royalties for meaningless API certifications and marks. API’s bargaining positions during its annual renewal of EOLCS licenses will begin to erode. Additionally, given that licenses are granted on a product by product basis, engine oil marketers that may have secured a license for existing engine oil products may become reluctant to secure a license for any new engine oil products. API may find it difficult in the future to attract and secure new engine oil marketers to enter into EOLCS licenses for its engine oil products.

35. Even an ongoing royalty levied against Bullseye will not rectify the irreparable harm to API’s goodwill and reputation that would continue to be sustained as its engine oil products would continue to be inferior and not meet API’s standards. Therefore, a royalty cannot and will not constitute an adequate remedy. Furthermore, I understand that “damages

---

<sup>49</sup> Third Declaration of Kevin Ferrick in Support of Motion for Preliminary Injunction, February 18, 2014

<sup>50</sup> Plaintiff’s Brief in Support of its Motion for Preliminary Injunction, October 31, 2013, p. 19

are no remedy at all if they cannot be collected, and most courts sensibly conclude that a damage judgment against an insolvent defendant is an inadequate remedy.”<sup>51</sup>

*ii. Balance of Hardships*

36. According to its brief in support of the preliminary injunction, API states that the Court’s grant of a “preliminary injunction would not stop Defendants from operating their business entirely; it would only prevent Defendants from selling or marketing products bearing the infringing marks,”<sup>52</sup> in which case the defendant can simply re-label its accused engine oil products. Conversely, not granting the preliminary injunction would result in continued harm to API, including irreparable harm to its goodwill, reputation, bargaining positions, etc., for which damages cannot be quantified and available remedies to API under the law would not adequately compensate.

37. Should the court grant the recall remedy sought by API, as discussed later in this report, Bullseye may be required to recall and re-label with reprinted labels the bottles of oil on the market and within its inventory. The costs associated with such a relabeling effort would be calculable (for example, the Bullseye “labels are around a penny each, so two pennies per [bottle]”<sup>53</sup>), and would be far less than the irreparable harm that would be sustained by API as a result of the Bullseye motor oil products with the accused infringing trademarks being available on the market. Furthermore, the costs that would be incurred by Bullseye would be much less than the diminished goodwill and reputation to the API brand that it has built over the years in promoting and protecting its marks.

---

<sup>51</sup> *Metro-Goldwyn-Mayer Studios, Inc., et al. v. Grokster, LTD, et al.*, 518 F. Supp. 2d 1197 – Dist. Court, C.D. California (2007)

<sup>52</sup> Plaintiff’s Brief in Support of its Motion for Preliminary Injunction, October 31, 2013, p. 23

<sup>53</sup> Deposition of Carlos Silva, January 10, 2014, p. 76

38. Furthermore, as mentioned earlier in this report, API spends a significant amount of the royalties it collects from the EOLCS program licensees to market the API Marks, enforce licensee compliance and develop new performance standards to keep up with the evolution in engine technologies. Absent injunctive relief, the damage to the goodwill and reputation that would be sustained by the API EOLCS program because the public would no longer trust the engine oil products carrying the API Marks and would associate low quality sub-standard engine oil products with the API Marks. Public distrust in API Marks would further diminish the licensees' faith in the API EOLCS program and the API Marks which could in time erode the program's ability to perpetuate and self-sustain. Ultimately, such a scenario would negatively impact API's EOLCS program's ability to market the API Marks, enforce licensee compliance and develop new performance standards to keep up with the evolution in engine technologies.

39. Accordingly, it is my opinion that the balance of hardship would weigh heavily on API should the Court not grant an injunction in this trademark infringement case against Bullseye.

*iii. Public Interest*

40. Use of the incorrect or substandard engine oil "may result in increased friction between engine parts and may result in wear, corrosion and damage to the engine."<sup>54</sup> Furthermore, as stated in the October 25, 2013 Declaration of Kevin Ferrick, "The use of the API Certification Marks on engine oil bottles containing engine oils that fail to meet API's performance and quality requirements is likely to mislead end users as to the quality and performance of the engine oil. The use of such uncertified oil by unsuspecting end users could result in expensive engine damage or failure, vehicle manufacturer denial of warranty coverage,

---

<sup>54</sup> Plaintiff's Brief in Support of its Motion for Preliminary Injunction, October 31, 2013, p. 3

and loss of property.”<sup>55</sup> Such a scenario is an expensive proposition on an unsuspecting engine oil consuming public. Moreover, the notion that an unsuspecting engine oil consuming public would mistakenly purchase and use engine oils that fail to meet API’s performance and quality requirements is more than theoretical, but in fact has occurred.

41. For example, I have reviewed web forums that contain stories of unsuspecting motorists purchasing and using Bullseye engine oil products in their cars only to experience engine issues later requiring expensive repairs. For example:<sup>56</sup>

Grabbed two bottles of 5 W 30. Never heard of the name brand BULLSEYE but I needed the oil and that was the only thing there. Oil is oil right??? Wrong.

Dumped almost two quarts of this \*\*\* into my car when I realized that the oil looked like it was used. I took it back into the store and showed the manager there and he immediately removed the product from the shelf. He agreed that this was used oil. Well, being that I'm not made of money and couldn't go have the oil flushed from my engine I had to just drive the car with it already in there.

I have since been having major issues with my car and the engine sounds like it's going to blow up. Never had a problem with it before. Tried to locate the company and they are no where [sic] to be found however while doing my search I ran across The Petroleum Quality Institute of America website. I found their website to be extremely helpful in finding out that this Bullseye Oil is indeed used motor oil and it has caused thousands and thousands of dollars worth [sic] of damage to cars.

42. Responses to the post above, included the following:<sup>57</sup>

August 9, 2013 Lapeer, Michigan

I put a quart of this oil in my truck and some black \*\*\* went in the motor out of this " new" oil....my truck now has a knock...this just happened 2 days ago, this is \*\*\*....

---

<sup>55</sup> Declaration of Kevin Ferrick, October 25, 2013, p. 5

<sup>56</sup> <http://bullseye-automotive-products.pissedconsumer.com/their-selling-used-motor-oil-as-new-20120503316319.html>

<sup>57</sup> <http://bullseye-automotive-products.pissedconsumer.com/their-selling-used-motor-oil-as-new-20120503316319.html>



Feb 15, 2013 Atlanta, Georgia

I just bought two quarts of 5w30 and I started pouring and the first quart was almost like water so I complained to the store owner and he assured me this was how oil is supposed to be. So I opened the second quart and it was dark thick and obviously used. This company is full of \*\*\* as well as the store owner who sold it to me. Please if anyone can find out who these crooks are post it so we can be refunded for our damages because it is totally ridiculous ????

43. As alluded in the web forum response post included above, not only is this an expensive mistake for the unsuspecting public consumers, but the mistrust of consumers and harm to reputation and goodwill can be experienced by engine oil resellers that carry the accused Bullseye engine oil products. In yet another response on to the same web forum discussed above, a reseller made the effort to salvage its reputation and goodwill at the expense of replacing the Bullseye engine oil product that it had originally sold to a consumer.<sup>58</sup>

Oct 20, 2012

I bought some of their oil yesterday (10-19-12). I was just a little over a quart low, so I just dumped the first quart in without looking at it, but when I started pouring some of the second one in slowly I saw that it looked like used oil. New oil should [sic] have sort of [sic] a goldish color not be black. I immediately tried to find a number for BullsEye but there isn't one on [sic] the bottle. I tried the website but it seems like everybody's come up but theirs. I contacted the store and they replaced both bottles with a different oil, but I still had to buy [sic] enough oil and a filter and change my oil. My philosophy used to be Some [sic] oil is better than no oil, with that oil it would be the same.

44. In yet another instance of actual cost being incurred in an effort to preserve its goodwill and reputation, an auto repair shop had to write off its purchase of over 100 bottles of Bullseye engine oil product when the manager "noticed [the Bullseye engine oil product] was

---

<sup>58</sup> <http://bullseye-automotive-products.pissedconsumer.com/their-selling-used-motor-oil-as-new-20120503316319.html>

very dark and towards the bottom of the bottle it was sludge. I proceeded to open the rest of the bottles of Bullseye that I had purchased, over a 100 of them, every one contained used oil.”<sup>59</sup>

45. In an effort to protect the unsuspecting public, state governments have become involved in limiting the sales of substandard engine oils, including Bullseye’s engine oil products. As stated by Missouri Attorney General Chris Koster “People who rely on their car to get to work or to take their kids to school should not have to face catastrophic engine failure because they tried to save money. Missouri consumers deserve engine products that live up to the representations made on the bottle.”<sup>60</sup> Accordingly, Mr. Koster filed lawsuits against a number of St. Louis-area retailers for selling engine products, including Bullseye engine oil products, knowing the products either misrepresented their contents or could seriously damage consumers’ cars.

46. Beginning in December, 2013, state inspectors discovered that St. Louis-area retailers were selling motor oil products that did not contain the volume or quality of the contents advertised on their label. “Testing overseen by the Division of Weights and Measures found products seized from the wholesaler of the products – Rock Bottom Wholesale of St. Louis – had a variety of problems, including... motor oil that was un-labeled used oil and contained metallic sediment, motor oil that fell below minimum viscosity standards, and, in one case, a product that did not even contain oil at all.”<sup>61</sup>

47. The retailers and wholesalers visited by state inspectors in March 2013 were ordered to stop selling the suspect products. However, upon re-inspection in May 2013, state inspectors found retailers were still selling products in violation of the Stop-Sale prompting

---

<sup>59</sup> <http://bullseye-automotive-products.pissedconsumer.com/bought-bullseye-oil-and-it-was-used-20131115457972.html>

<sup>60</sup> [http://ago.mo.gov/newsreleases/2014/AG\\_Koster\\_sues\\_retailers\\_selling\\_deceptive\\_products/](http://ago.mo.gov/newsreleases/2014/AG_Koster_sues_retailers_selling_deceptive_products/)

<sup>61</sup> [http://ago.mo.gov/newsreleases/2014/AG\\_Koster\\_sues\\_retailers\\_selling\\_deceptive\\_products/](http://ago.mo.gov/newsreleases/2014/AG_Koster_sues_retailers_selling_deceptive_products/)

lawsuits in which Mr. Koster alleged the “retailers knowingly sold fraudulent products to consumers that could damage their cars.”<sup>62</sup>

48. I understand that a quart of Bullseye engine oil retails for \$2.59.<sup>63</sup> With that in mind, I personally visited a number of retail locations, including big box retailers Wal-Mart and Target, Kroger grocery store, Walgreens drug store, Exxon Mobil Timewise, and several auto parts stores including Napa, Advanced Auto Parts, AutoZone and O’Reilly Auto Parts in an effort to identify a sampling of brands of oils available to consumers and at what prices the various brands were offered. I specifically looked for value priced quarts of oil with the API certification and labeled with the API Marks. As shown in the figures below, during my site visits, I observed quarts of motor oil generally ranging in price from under \$3.00 to just under \$10.00 while value priced quarts of motor oil generally ranged in price from under \$3.00 to just under \$4.00.

---

<sup>62</sup> [http://ago.mo.gov/newsreleases/2014/AG\\_Koster\\_sues\\_retailers\\_selling\\_deceptive\\_products/](http://ago.mo.gov/newsreleases/2014/AG_Koster_sues_retailers_selling_deceptive_products/)

<sup>63</sup> Deposition of Carlos Silva, January 10, 2014, p. 208

Figure 6: Accel SAE 10W-30



Figure 7: Super-Tech SAE 10W-30



49. Table 1 below includes a representative sampling of my observations for quarts of oil priced at the lower end of the range. I have identified each of these brand names and associated SAE viscosity grades in the API Engine Oil Licensing database.

**Table 1: Sample of Value Priced Quarts of Oil and Price**

<b>Location</b>	<b>Brand/Weight</b>	<b>Price</b>
Wal-Mart	Accel - SAE 10W-30	\$2.67
Wal-Mart	Super-Tech - SAE 10W-50	\$2.74
Wal-Mart	Super-Tech - SAE 10W-30	\$2.74
Wal-Mart	Super-Tech - SAE HD-30	\$2.74
Wal-Mart	Super-Tech - SAE 5W-20	\$2.74
Target	Mobil Special - 10W-40	\$3.19
Wal-Mart	Super-Tech - SAE 5W-30	\$3.77
Wal-Mart	Quaker State - SAE 5W-20	\$3.97
O'Reilly	O'Reilly - SAE 5W-20	\$3.99
AutoZone	AutoZone - SAE 5W-20	\$3.99
Advanced Auto Parts	Advanced - SAE 5W-20	\$3.99
NAPA	NAPA SAE 5W-20	\$3.99

50. Based on my site visits, I have determined that there are inexpensive engine oil products on the market that are API certified and bear the API marks and do not infringe. Given that these products are available on the market at these price points, motorists looking to purchase inexpensive engine oil products would not be harmed, even if, in the extreme case, Bullseye were no longer available on the market.

51. On balance, in my opinion, the public would not be disserved, but in fact would benefit from Bullseye being enjoined from labeling its engine oil products with the accused infringing marks.

### **C. Recall**

52. I understand that another remedy that a prevailing trademark owner may seek is a recall of the defendant's products bearing the accused infringing mark and/or that make false claims.<sup>64</sup> In addition to bearing the accused infringing certification mark, Bullseye's motor oil products have also been accused of making the false claims of having met API service category SC and CC. As such, "the court may order that all labels... packages, wrappers... and advertisements in the possession of the defendant, bearing the registered mark, or... the word, term, name, symbol, device, combination thereof, designation, description, or representation that is the subject of the violation, or any... colorable imitation thereof, and all plates, molds, matrices, and other means of making the same, shall be delivered up and destroyed."<sup>65</sup> In addition to the discussions in the sections above related to irreparable harm, balance of hardships and public interest, I have further considered the additional costs that may be incurred by Bullseye in the event that a recall is ordered by the court.

53. I understand that a recall may include one or more of the following efforts on the part of Bullseye, which are:

- (1) Issue a recall notice to the seven identified wholesalers/distributors to whom Bullseye sells its accused engine oil products;

---

<sup>64</sup> *Playskool, Inc. v. Product Dev. Group, Inc.*, 699 F. Supp. 1056, 9 U.S.P.Q.2d 1712 (E.D.N.Y. 1988); *Visa International Service Ass'n v. Bankcard Holders of America*, 211 U.S.P.Q. 28 (N.D. Cal. 1981); *Telebrands Corp. v. Wilton Industries, Inc.*, 983 F. Supp. 471, 44 U.S.P.Q.2d 1826 (S.D.N.Y. 1997); *Ebeling & Reuss Co. v. International Collectors Guild, Ltd.*, 462 F. Supp. 716, 204 U.S.P.Q. 139 (E.D. Pa. 1978); *Tecnimed SRL v. Kidz-Med, Inc.*, 763 F. Supp. 2d 395, 98 U.S.P.Q.2d 1783 (S.D. N.Y. 2011), order aff'd, 462 Fed. Appx. 31 (2d Cir. 2012); *Tisket-A-Tasket Group Inc. v. H.S. Craft Manufacturing Co.*, 53 U.S.P.Q.2d 1380, 1999 WL 1390321 (S.D. Ind. 1999).

<sup>65</sup> 15 U.S.C. §1118

- (2) Issue a recall notice to the known dollar store, gas station and convenience store retailers of the accused Bullseye engine oil products; and/or
- (3) Publish a recall notice in various trade journals (e.g. Lubes & Greases Magazine, NACS Magazine and ILMA Compoundings Magazine) and/or local newspapers distributed in the geography within which the seven identified wholesalers/distributors market the accused Bullseye engine oil products.

54. In my opinion a recall of Bullseye's accused products is appropriate given, as discussed in the sections/paragraphs above, the irreparable harm that would be sustained should the accused products remain on the market and the hardship suffered by API related to both its quantifiable damages and the irreparable harm it would sustain outweighs any hardship, including any hardships specifically associated with a recall effort, that would be suffered by Bullseye.

## **VII. OTHER ISSUES**

55. This report represents my analysis, opinions, and conclusions at this time and is based on information available to me as of the date above. The citations listed in this report are illustrative, and as part of my analysis, I also considered the additional documents and other information listed on Schedule 2. If additional information or testimony becomes available to me, I may revise or supplement my analysis, opinions, and conclusions, and I may modify or supplement my report as necessary. I may testify at trial regarding any related matter raised by the parties after the date of this report if asked to do so by the Court or the parties' attorneys. I may also be asked to develop additional schedules or exhibits for trial purposes related to my analysis, opinions, and conclusions. This report is intended solely for use in the above-referenced litigation and is not to be used for any other purpose.



## W. Todd Schoettelkotte, CPA, CVA

### Director

[tschoettelkotte@ipfccorp.com](mailto:tschoettelkotte@ipfccorp.com)

10000 Memorial Dr.  
Suite 300  
Houston, TX 77024  
Tel: (713) 335-5455  
Fax: (713) 688-6550

### Certifications

Certified Public Accountant,  
Texas  
Certified Valuation Analyst

### Professional Affiliations

Guest Lecturer – Chicago  
Kent, College of Law,  
“Strategies in Intellectual  
Property”  
Spring 2004 – 2010

State Bar of Texas’ Grievance  
Committee, Committee  
Member, 2004 – 2009

Federal Bar Association,  
South Texas Chapter,  
Treasurer, 2007 – Present

Institution for Law and  
Technology  
Advisory Board Member

### Associations

American Institute of Certified  
Public Accountants

Texas Society of Certified  
Public Accountants

Licensing Executives Society

National Association of  
Certified Valuation Analysts

### Education

Masters in Accounting  
Rice University, Houston, TX

BS Management  
Rice University, Houston, TX

W. Todd Schoettelkotte is a Director with IPFC Corp. Mr. Schoettelkotte has more than 18 years of experience in the evaluation and quantification of economic damages arising from patent, copyright and trademark infringement, and trade secret misappropriation disputes. His clients have included numerous Fortune 500 companies in a wide variety of industries including semiconductor, telecommunication, energy, consumer products, life sciences and computers (hardware, software and the internet). Mr. Schoettelkotte's background is in accounting, finance and economics, and he has a specific, focused understanding of those issues integral to the valuation and management of intellectual property.

### Intellectual Property Valuation

Mr. Schoettelkotte has directed numerous valuation projects related to patents, trademarks and trade secrets. A significant portion of his practice is focused on the determination of royalty rates and terms for licensing agreements. Additionally, Mr. Schoettelkotte has conducted numerous studies involving lost profits and unjust enrichment.

In the process of assisting clients in the valuation of intellectual property assets, Mr. Schoettelkotte has participated in the identification and review of business plans, market studies, financial documents and other related information.

### Patent, Copyright and Trademark Infringement

Mr. Schoettelkotte has performed market analyses/studies wherein the patented or copyrighted product is sold, assessed lost profits stemming from alleged infringements, evaluated the contribution of the patented process/method to the end product and established the economic value of the underlying intellectual property.

Mr. Schoettelkotte is skilled in the application of the Georgia-Pacific factors to the determination of reasonable royalty rates. He has determined reasonable royalty rates within patent infringement suits on many occasions in numerous industries. Over the course of his career, Mr. Schoettelkotte has reviewed hundreds of license agreements, providing a broad frame of reference for reasonable royalty damages analyses. Mr. Schoettelkotte has testified in federal and state court and arbitration proceedings on matters involving intellectual property valuation, lost profits, reasonable royalty and economic damages issues.

### Testimony Experience (*prior four years*)

*BarTex Research L.L.C. v. FedEx Corporation et al.*, U.S. District Court, Eastern District of Texas, Tyler Division, Expert Report

*James M. Nielsen, M.D. v. Alcon, Inc. and Alcon Laboratories, Inc.*, U.S. District Court, Northern District of Texas, Dallas Division, Expert Report

*Jorge G.Z. Calixto v. Watson Bowman Acme Corp.*, U.S. District Court, Southern District of Florida, Fort Lauderdale Division, Rebuttal Expert Report

*Hoffa, Inc., v. Wayne Patrick Bond*, U.S. District Court of Harris County, Texas, 151st Judicial District, Expert Report, Deposition



*Shell Trademark Management B.V. and Shell Oil Company v. Warren Unilube, Inc., and Warren Oil Company, Inc.*, U.S. District Court, Southern District of Texas, Houston Division, Expert Report, Supplemental/Rebuttal Expert Report, Deposition

*International Development LLC v. Simon Nicholas Richmond and Adventive Ideas, LLC*, U.S. District Court For The District of New Jersey, Deposition

*In the Matter of Certain Electronic Devices with Image Processing Systems, Components Thereof, and Associated Software*, U.S. International Trade Commission Washington, D.C., Deposition, Rebuttal Expert Report, Trial Testimony

*Graco Children's Products Inc. v. Baby Trend, Inc.*, U.S. District Court, Central District of California, Expert Report

*Bascom Global Internet Services v. AOL, LLC, et al.*, U.S. District Court, Eastern District of New York, Expert Report, Deposition, Trial

*John B. Manning v. Rio Energy International, Inc., Roberto J. Iglesias, Jose J. Iglesias, Carlos A. Abello and John P. Thornton*, District Court of Harris County, Texas, Deposition

*General Electric Company v. Mitsubishi Power Systems Americas, Inc.*, U.S. District Court, Northern District of Texas Dallas Division, Deposition, Trial

*TQP Development, LLC v. Merrill Lynch & Co., Inc., et al.*, U.S. District Court, Eastern District of Texas, Marshall Division, Rebuttal Expert Report, Deposition

*Charles Lott v. Edge Oilfield Services, LLC*, 190<sup>th</sup> Judicial District Court, Harris County, Texas, Expert Report

*Cameras Onsite, LLC v. Digital Management Solutions, Inc., et al.*, U.S. District Court, Southern District of Texas, Houston Division, Expert Report

*CUDD Pressure Control, Inc. v. Ronnie Roles, et al.*, Harris County, Texas, 129<sup>th</sup> Judicial District, Expert Report, Deposition, Trial

*SynQor, Inc. v. Artesyn Technologies, Inc., et al.*, U.S. District Court, Eastern District of Texas, Marshall Division, Expert Report, Deposition, Supplemental Report, Second Supplemental Report, Trial

*Certain Electronic Devices with Graphics Data Processing Systems, Components Thereof and Associated Software*, U.S. International Trade Commission, Washington, D.C., Expert Report, Deposition (Complainant)

*Boston Scientific Corp., et al. v. Mirowski Family Ventures, LLC*, U.S. District Court, Southern District of Indiana, Indianapolis Division, Expert Report, Deposition

*Apple, Inc. v. Amazon.com, Inc., et al.*, U.S. District Court Northern District of California, Expert Report, Deposition

*In the Matter of Certain Semiconductor Chips with DRAM Circuitry, and Modules and Products Containing Same*, U.S. International Trade Commission Washington, D.C., Expert Report, Deposition

*In the Matter of Certain Dynamic Random Access Memory Devices, and Products Containing the Same*, U.S. International Trade Commission Washington, D.C., Expert Report, Deposition

*Tony Chachere's Creole Foods of Opelousas, Inc. v. Big Easy Foods of Louisiana, LLC*, U.S. District Court, Western District of Louisiana, Expert Report



*Nuance Communications, Inc. v. Abbyy Software House, et al.*, U.S. District Court, Northern District of California, San Francisco Division, Expert Report, Depositions, Supplemental Expert Report, Trial

*Effingo Wireless, Inc. v. Motorola Mobility Holdings, Inc., et al.*, U.S. District Court, Western District of Texas, San Antonio, Expert Report, Deposition, Trial

*Breathablebaby LLC v. Crown Crafts, Inc., et al.*, U.S. District Court, District of Minnesota, Expert Report

*L.C. Eldridge Sales Co., Ltd., et al. v. Azen Manufacturing PTE, Ltd., et al.*, U.S. District Court, Eastern District of Texas, Tyler Division, Preliminary Report, Supplemental Report, Deposition, Trial

*CIMA Energy, Ltd. v. Panhandle Eastern Pipe Line Company, LP*, District Court of Harris County, Texas, 125<sup>th</sup> Judicial District, Expert Report

*XY, LLC v. Matthias J.G. Ottenberg, et al.*, U.S. District Court, District of Colorado, Expert Report, Deposition

*The Clorox Company v. Alen USA, LLC*, U.S. District Court, Northern District of California, San Francisco Division, Expert Report, Rebuttal Expert Report, Deposition

*Trek Bicycle Corporation v. Subaru of America, Inc.*, US. District Court, Northern District of Illinois, Eastern Division, Declaration

*Cryogenic Vessel Alternatives, Inc. v. Applied Cryo Technologies, et al.*, U.S. District Court, Harris County, Texas 157<sup>th</sup> Judicial District, Deposition

*In the Matter of Certain Wireless Communications Base Stations and Components Thereof*, U.S. International Trade Commission Washington, D.C., Expert Report, Deposition

*Mirowski Family Ventures, LLC v. Boston Scientific Corporation, et al.*, Circuit Court for Montgomery County, Maryland, Expert Report

*LBDS Holding Company, LLC v. ISOL Technology, Inc., et al.*, U.S. District Court, Eastern District of Texas, Tyler Division, Expert Report, Trial

*Wi-Lan USA, Inc., et al. v. Toshiba Corporation, et al.*, U.S. District Court, Southern District of Florida, Expert Report, Deposition

*Becton, Dickinson and Company v. Insulet Corporation*, U.S. District Court, District of New Jersey, Expert Report, Deposition, Supplemental Report

*In the Matter of Certain Flash Memory Chips and Products Containing the Same*, U.S. International Trade Commission Washington, D.C., Expert Report, Deposition

*Polyzen, Inc. v. RadiaDyne, LLC*, U.S. District Court, Eastern District of North Carolina, Western Division, Expert Report

*XY, LLC v. Trans Ova Genetics, LC*, U.S. District Court, Western District of Texas, San Antonio Division, Expert Report, Deposition

*Kaneka Corporation v. SKC Kolon PI, Inc., et al.*, U.S. District Court, Central District of California, Expert Report, Deposition

## Articles and Presentations

"What is Discoverable and Admissible for Damages, Willfulness and Other Purposes," Intellectual Property Owners Association, March 21, 2011

Damages, Part II: "Litigation Strategies" – 15th Annual Advanced Patent Law Institute - University of Texas School of Law, October 28-29, 2010

"IP Damages and Valuation," Global Intellectual Property Management, Georgetown University Law Center, July 2, 2008

"Keys for Effectively Working with Your Damages Expert Throughout the Litigation Life Cycle," Houston Bar Association, March 22, 2007

"Advanced Evidence and Discovery – Working With Experts From Start To Finish" – Texas Bar Association, April-May 2006

"Trademarks – Financial Disclosure and Corporate Governance" – International Trademark Association, Emerging Issues in Trademark Law Forum, February 2-3, 2006

"Valuation of IP – A Licensing Perspective" – Lighthouse Seminar Group, IP Licensing Nuts & Bolts, March 3, 2005

"Measuring the Value of Damages in Trademark Infringement Claims" – DuPont's 18th Annual CLE Intellectual Property Law Seminar, October 12, 2004

"Measuring the Value of Damages in Patent and Trademark Claims" – Houston CPA Society, September 2004

"Measuring Damages in Trademark Infringement and Related Claims in Light of Recent Court Decisions" – The 19th Annual Intellectual Property Law Conference – American Bar Association, April 1, 2004

"Intellectual Property Damages: Patents & Trademarks" – Houston CPA Society "Litigation and Valuation Services Committee", January 28, 2004

Co-Author: "Accounting for Attorneys" – University of Oregon School of Law, November 12, 2003

"What are the Financial Stakes in Litigation? What are the Costs and the Return on Investment (ROI) That Can Be Expected? The Question of Intangible Returns?" – 2003 Fourth International Conference on Intellectual Property by CNCPI, October 7, 2003, Paris, France

"Current Issues in the Analysis of Reasonable Royalties in Patent Infringement Actions" – 2003 Licensing Executives Society Annual Meeting, September 24, 2003

Co-Author FTI Consulting Training Course: "Calculating Damages in Patent Infringement – A Lost Profits and Reasonable Royalty Case Study," July 17, 2003

*American Petroleum Institute v. Bullseye Automotive Products, Inc., et al.*  
**Documents and Other Information Considered**

**Schedule 2**

**Deposition Transcript**

Silva, Carlos - January 10, 2014 (and Exhibits)

**Legal Documents and Related Exhibits**

Complaint - July 11, 2013  
Plaintiff's Brief in Support of It's Motion for Preliminary Injunction - October 31, 2013 (and Exhibits)  
Answer to Complaint and Demand for Jury Trial - November 12, 13  
Defendants' Opposition to Motion for Preliminary Injunction - January 31, 2014  
Defendants' Position to Motion for Preliminary Injunction - January 31, 2014  
Third Declaration of Kevin Ferrick in Support of Motion for Preliminary Injunction - February 18, 2014  
Preliminary Injunction Order - April 10, 2014

**Publicly Available API Documents**

API's 2014 Engine Oil Licensing and Certification Systems fee Structure - January 2014  
American Petroleum Institute Trademark Inventory - American Petroleum Institute Certified and Design, American Petroleum Institute Certified and Starburst Design  
American Petroleum Institute Trademark Inventory - API Service and Design, API Service Energy Conserving and Design  
API's Engine Oil Licensing and Certification System, Seventeenth Edition, September 2012  
API's Motor Oil Matters Guide

**Websites**

[http://ago.mo.gov/newsreleases/2014/AG\\_Koster\\_sues\\_retailers\\_selling\\_deceptive\\_products/](http://ago.mo.gov/newsreleases/2014/AG_Koster_sues_retailers_selling_deceptive_products/)  
<http://bullseye-automotive-products.pissedconsumer.com/bought-bullseye-oil-and-it-was-used-20131115457972.html>  
<http://bullseye-automotive-products.pissedconsumer.com/category/equipment.html>  
<http://bullseye-automotive-products.pissedconsumer.com/their-selling-used-motor-oil-as-new-20120503316319.html>  
<http://forums.nasioc.com/forums/showthread.php?t=2235757>  
<http://motoroilmatters.org/>  
<http://royalpurplepowered.blogspot.com/2011/12/learn-label-lingo-selecting-best-oil.html>  
<http://www.aapexshow.com/2014/public/enter.aspx>  
[http://www.annistonstar.com/news/article\\_b7603f86-f67d-11e3-a6a9-001a4bcf887a.html?mode=jqm](http://www.annistonstar.com/news/article_b7603f86-f67d-11e3-a6a9-001a4bcf887a.html?mode=jqm)  
<http://www.api.org/>  
<http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid>  
<http://www.api.org/certification-programs/engine-oil-diesel-exhaust-fluid/get-a-license>  
<http://www.api.org/certification-programs/mom>  
<http://www.api.org/globalitems/globalheaderpages/about-api/api-history>  
<http://www.bobistheoilguy.com/forums/ubbthreads.php?ubb=showflat&Number=3100837>  
<http://www.consumersdigest.com/departments/check-your-oil>  
[http://www.imakenews.com/eletra/mod\\_print\\_view.cfm?this\\_id=2415582&u=lng&show\\_issue\\_date=F&issue\\_id=000586770&lid=b11&uid=0](http://www.imakenews.com/eletra/mod_print_view.cfm?this_id=2415582&u=lng&show_issue_date=F&issue_id=000586770&lid=b11&uid=0)  
[http://www.michigan.gov/mdard/0,4610,7-125-1572\\_3628-313953--,00.html](http://www.michigan.gov/mdard/0,4610,7-125-1572_3628-313953--,00.html)  
<http://www.nacsonline.com/nacsshow/Pages/default.aspx>  
<http://www.naylornetwork.com/naf-nw1/articles/index-v2.asp?aid=175148&issueID=25412>  
[http://www.ncwm.net/resources/dyn/files/1159653z76818d3f/\\_fn/13\\_12\\_10\\_Motor\\_Oil.pdf](http://www.ncwm.net/resources/dyn/files/1159653z76818d3f/_fn/13_12_10_Motor_Oil.pdf)

CONFIDENTIAL INFORMATION

*American Petroleum Institute v. Bullseye Automotive Products, Inc., et al.*  
**Documents and Other Information Considered**

**Schedule 2**

**Websites (cont'd)**

<http://www.pennzoil.com/learn-about-motor-oil/types-of-oil-and-recommended-use/>  
<http://royalpurplepowered.blogspot.com/2011/12/learn-label-lingo-selecting-best-oil.html>  
<http://www.pqiamerica.com/bullseye.htm>  
<http://www.stle.org/events/annual/details.aspx?>  
<http://www.torquenews.com/108/worst-oil-put-your-engine>  
<http://www.truckingshow.com/>  
<http://www.veloster.org/forum/69-hyundai-veloster-oil/9018-motor-oil-consumer-alert-illinois-michigan-wisconsin.html>  
<http://www.wsfa.com/story/25728505/no-sale-order-issued-by-al-ag-dept-on-certain-oils>  
<http://www.yellowpages.com/alsip-il/mip/bullseye-automotive-products-463913335>  
<http://www.z06vette.com/forums/f4/red-line-oil-123457/>  
[https://www.amsoil.com/news/2014\\_February\\_harmful\\_motor\\_oils\\_prompt\\_investigations\\_and\\_consumer\\_warnings.pdf](https://www.amsoil.com/news/2014_February_harmful_motor_oils_prompt_investigations_and_consumer_warnings.pdf)  
<https://www.youtube.com/watch?v=gb5ukmllLjk>

**Case Law**

*Amoco Production Co. v. Gambell*, 480 U. S. 531, 542 (1987)  
*Ebeling & Reuss Co. v. International Collectors Guild, Ltd.*, 462 F. Supp. 716, 204 U.S.P.Q. 139 (E.D. Pa. 1978)  
*Kentucky Fried Chicken Corp. v. Diversified Packaging Corp.*, 549 F.2d 368, 380 (5th Cir. 1977)  
*Koppers Co., Inc. v. Krupp-Koppers (GmbH)*, 517 F. Supp. 836, 849-50 (W.D. Penn. 1981).  
*Metro-Goldwyn-Mayer Studios, Inc., et al. v. Grokster, LTD, et al.*, 518 F. Supp. 2d 1197 – Dist. Court, C.D. California (2007)  
*Playskool, Inc. v. Product Dev. Group, Inc.*, 699 F. Supp. 1056, 9 U.S.P.Q.2d 1712 (E.D.N.Y. 1988)  
*Roland Mach. Co. v. Dresser Indus., Inc.*, 749 F.2d 380, 386 (7th Cir. 1984).  
*Tecnimed SRL v. Kidz-Med, Inc.*, 763 F. Supp. 2d 395, 98 U.S.P.Q.2d 1783 (S.D. N.Y. 2011), order aff'd, 462 Fed. Appx. 31 (2d Cir. 2012)  
*Telebrands Corp. v. Wilton Industries, Inc.*, 983 F. Supp. 471, 44 U.S.P.Q.2d 1826 (S.D.N.Y. 1997)  
*Tisket-A-Tasket Group Inc. v. H.S. Craft Manufacturing Co.*, 53 U.S.P.Q.2d 1380, 1999 WL 1390321 (S.D. Ind. 1999)  
*Visa International Service Ass'n v. Bankcard Holders of America*, 211 U.S.P.Q. 28 (N.D. Cal. 1981)  
*Weinberger v. Romero-Barcelo*, 456 U. S. 305, 311-313 (1982)

**Other Publicly Available Information**

15 U.S.C. §1118  
Davis, Adrian and Spicer, Lucinda. *Intellectual Asset Management, An International Perspective on Brand Valuation and Management*, October 2003  
Glick, Mark A., Richard Hoffman and Lara A. Reyman. *Intellectual Property Damages Guidelines and Analysis*. Hoboken, NJ: John Wiley & Sons, Inc., 2003  
Proving Irreparable Harm -- Have the Standards Changed?, by C. Griffith Towle and Robert Zarco, October 2012  
Vermont, Samson. *Patent Costs and Benefits: The Economics of Litigation - Part 2*

## API's EOLCS Program Licensees

COMPANY NAME	LICENSE #	EXPIRATION	CITY	STATE/PROVINCE	COUNTRY	REGION
49 North Lubricants	2404	31-Mar-15	Leduc	Ab	Canada	North America
5 Star California Oil, Llc	2765	31-Mar-15	Glendale	Az	United States	North America
7-Eleven, Inc.	2472	31-Mar-15	Dallas	Tx	United States	North America
A & W Oil & Tire Company, Inc.	2710	31-Mar-15	Augusta	Ga	United States	North America
A Uno Group Llc	3025	31-Mar-15	Medley	Fl	United States	North America
A&V One Lubricants Sdn Bhd	3065	31-Mar-15	Kuala Lumpur	Wilayah Persekutuan	Malaysia	Se Asia
Abamoto Co. Ltd	2779	31-Mar-15	New Taipei City		Taiwan, Republic Of China	Asia Pacific
Abu Dhabi National Oil Company	162	31-Mar-15	Abu Dhabi		United Arab Emirates	Middle East
Accor Lubrifiants S.A	776	31-Mar-15	Cholet		France	Europe
Ace Hardware Corporation	297	31-Mar-15	Cicero	Il	United States	North America
Aceites Lubricantes Sash, S.L.	2769	31-Mar-15	Pucol	Valencia	Spain	Europe
Add Brains Japan Co., Ltd.	2351	31-Mar-15	Toonokoga;;Dazaifu-Shi	Fukuoka-Ken	Japan	Asia Pacific
Add Oil (M) Sdn Bhd	2237	31-Mar-15	Batu Caves	Selangor	Malaysia	Se Asia
Addinol Lube Oil Gmbh	2114	31-Mar-15	Leuna		Germany	Europe
Additive Products (M) Sdn Bhd	2242	31-Mar-15	Petaling Jaya	Selangor	Malaysia	Se Asia
Advance Stores Company, Inc.	238	31-Mar-15	Roanoke	Va	United States	North America
Advanced Lubrication Specialties, Inc	958	31-Mar-15	Bensalem	Pa	United States	North America
Advancelub Distributors Sdn. Bhd.	2443	31-Mar-15	Sungai Buloh	Selangor	Malaysia	Se Asia
Advantage Distributing, Llc	2728	31-Mar-15	Rochester	Mn	United States	North America
Afd Petroleum Ltd.	2780	31-Mar-15	Edmonton	Ab	Canada	North America
Aiod	988	30-Mar-15	Montrose	Co	United States	North America
Al Muthalath Al Dahabi Int. Oil Tr. Llc	2556	30-Mar-15	Ash Shariqah		United Arab Emirates	Middle East
Alhamrani-Fuchs Petroleum Saudi Arabia Ltd.	2048	30-Mar-15	Jeddah		Kingdom Of Saudi Arabia	Middle East
Allegheny Petroleum Products Company	2047	30-Mar-15	Wilmerding	Pa	United States	North America
Allied Oil & Supply, Inc.	2178	30-Mar-15	Kansas City	Mo	United States	North America
Amalie Oil Company	1024	30-Mar-15	Tampa	Fl	United States	North America
Amalie Petroquimica, S.A	897	30-Mar-15	Madrid	Madrid	Spain	Europe
American Chemical Solutions, Inc.	3013	30-Mar-15	Westford	Ma	United States	North America
American Hi-Tech Petroleum & Chemicals Inc., DbA Amtecol	2142	30-Mar-15	Richmond	Ca	United States	North America
American Honda Motor Company, Inc	861	30-Mar-15	Torrance	Ca	United States	North America
American Petroleum Company, Inc	504	30-Mar-15	Toa Baja	Pr	United States	North America
American Refining Group	967	30-Mar-15	Bradford	Pa	United States	North America
Amoil (Malaysia) Sdn Bhd	2767	30-Mar-15	Kuala Lumpur	Wilayah Persekutuan	Malaysia	Se Asia
Amsoil Inc	995	30-Mar-15	Superior	Wi	United States	North America
Aoc Oil, Inc	2763	30-Mar-15	Tampa	Fl	United States	North America
Aoki Science Institute Company Ltd	792	30-Mar-15	Roppongi;;Minato-Ku	Tokyo-To	Japan	Asia Pacific
Ap Oil International Limited	1142	30-Mar-15	Singapore		Singapore	Se Asia
Apar Industries Limited	3001	30-Mar-15	Chembur;Mumbai	Maharashtra, Mumbai	India	South Asia
April Super Flo Inc	2023	30-Mar-15	L'Isle-Verte	Qc	Canada	North America
Arab Investment Manufacturing & Trading Company	2338	30-Mar-15	Aden Aden 6208		Yemen	Middle East
Arabian Lubricants Company Llc	2652	30-Mar-15	'Ajman		United Arab Emirates	Middle East
Arashou Co., Ltd.	2360	30-Mar-15	Chuo;;Nasukarasuyama-Shi	Tochigi-Ken	Japan	Asia Pacific
Ariane International Trading Co., Ltd.	2616	30-Mar-15	Taoyuan County		Taiwan, Republic Of China	Asia Pacific
Asia Synergy Group Pte. Ltd.	3024	30-Mar-15	Singapore		Singapore	Se Asia
Aspac Oil Co., Ltd.	2564	30-Mar-15	Ulsan		South Korea	Asia Pacific
Atlantic Grease & Lubricants Fzc	2654	30-Mar-15	Sharjah 41583		United Arab Emirates	Middle East
Atlantis International Inc	1103	30-Mar-15	Harahan	La	United States	North America
Autobacs Seven Co., Ltd	2446	30-Mar-15	Toyosu;;Koto-Ku	Tokyo-To	Japan	Asia Pacific
Autoworld (Beijing) Lubricating Oil Co., Ltd	2590	30-Mar-15	Tongzhouqu	Beijingshi	People'S Republic Of China	Asia Pacific
Autozone Parts Inc	2251	30-Mar-15	Memphis	Tn	United States	North America
Balmer Lawrie & Company Ltd.	2052	30-Mar-15	Kolkata	West Bengal, Kolkata	India	South Asia
Bangchak Petroleum Public Company Ltd	2642	30-Mar-15	Bangkok		Thailand	Se Asia
Bardahl Asia Pacific Pte Ltd	2416	30-Mar-15	Singapore		Singapore	Se Asia
Bardahl De Mexico Sa De Cv	754	30-Mar-15	Toluca, Edo De Mex	Rfc Bme-511128Mz2	Mexico	North America
Bardahl Manufacturing Corporation	2637	30-Mar-15	Seattle	Wa	United States	North America
Beijing Richan Jiahe Lubricants Company Ltd	2200	30-Mar-15	Beijing		People'S Republic Of China	Asia Pacific
Beijing Zhonghua Petrochemical Stock Co., Ltd.	2784	30-Mar-15	Beijing Beijing		People'S Republic Of China	Asia Pacific
Benny'S Inc	227	30-Mar-15	Smithfield	Ri	United States	North America
Benz Oil	799	30-Mar-15	Milwaukee	Wi	United States	North America
Best Line Oil Co., Inc.	3057	30-Mar-15	Tampa	Fl	United States	North America
Bharat Petroleum Corporation Limited	468	30-Mar-15	Sewri;Mumbai	Maharashtra, Mumbai	India	South Asia
Bigo Enterprise Co., Ltd.	2393	30-Mar-15	Taipei		Taiwan, Republic Of China	Asia Pacific

## API's EOLCS Program Licensees

COMPANY NAME	LICENSE #	EXPIRATION	CITY	STATE/PROVINCE	COUNTRY	REGION
Biojoule Fuels And Additives Llc	2632	30-Mar-15	Garden City	Ny	United States	North America
Biosynthetic Technologies	3017	30-Mar-15	Irvine	Ca	United States	North America
Bizol Bitz Trading Gmbh	2704	30-Mar-15	Berlin	Berlin	Germany	Europe
Black Bear Company Inc	458	30-Mar-15	Long Island City	Ny	United States	North America
Blain Supply Inc	2231	30-Mar-15	Janesville	Wi	United States	North America
Bomgaars Supply Inc.	3016	30-Mar-15	Sioux City	Ia	United States	North America
Bonc Pte Ltd	2147	30-Mar-15	Singapore		Singapore	Se Asia
Bosch Trading (Shanghai) Company, Ltd.	2785	30-Mar-15	Shanghai City	Shanghai	People'S Republic Of China	Asia Pacific
Boss Lubricants	801	30-Mar-15	Calgary	Ab	Canada	North America
Boustead Petroleum Marketing Sdn Bhd	2651	30-Mar-15	Pelabuhan Klang		Malaysia	Se Asia
Bp Australia Pty Limited	2605	30-Mar-15	Docklands	Vic	Australia	Australasia
Bp Japan K.K. Castrol Division Of Bp Plc	605	30-Mar-15	Osaki;Shinagawa-Ku	Tokyo-To	Japan	Asia Pacific
Bp Lubricants Usa Inc	21	30-Mar-15	Wayne	Nj	United States	North America
Brugarolas, S.A	782	30-Mar-15	Rubi	Barcelona	Spain	Europe
Bs Manufacturing Sdn Bhd (375158-M)	2467	30-Mar-15	Johor Bahru	Johor	Malaysia	Se Asia
Byd Company Limited	2734	30-Mar-15	Shenzhen	Guangdong	People'S Republic Of China	Asia Pacific
Calmax Brother Corp	2402	30-Mar-15	Taipei		Taiwan, Republic Of China	Asia Pacific
Calumet Packaging	2339	30-Mar-15	Shreveport	La	United States	North America
Cam2 International, Llc	283	30-Mar-15	Vicksburg	Ms	United States	North America
Can Chemical Solutions, Inc.	2686	30-Mar-15	Woodbridge	On	Canada	North America
Canadian Tire Corporation	3015	30-Mar-15	Toronto	On	Canada	North America
Carquest Canada Limited	838	30-Mar-15	Etobicoke	On	Canada	North America
Casey'S Marketing Company	2493	30-Mar-15	Ankeny	Ia	United States	North America
Castrol Canada, Incorporated	388	30-Mar-15	Toronto	On	Canada	North America
Castrol India Ltd	347	30-Mar-15	Mumbai	Maharashtra	India	South Asia
Caterpillar Inc	788	30-Mar-15	Mossville	Il	United States	North America
Cepsa Comercial Petroleo, S.A	729	30-Mar-15	Madrid	Madrid	Spain	Europe
Chalet Products Company	2004	30-Mar-15	Los Angeles	Ca	United States	North America
Champion Brands Llc	628	30-Mar-15	Clinton	Mo	United States	North America
Changchun City Yongchang Petrochemical Co., Ltd.	2560	30-Mar-15	Changchun City	Jilinsheng	People'S Republic Of China	Asia Pacific
Chemical & Schutz High Performance Lubricants S.A De C.V	3050	30-Mar-15	Rancho O Rancheria El Retono;El Llano	Ags	Mexico	North America
Chemlube International, Llc	2325	30-Mar-15	Harrison	Ny	United States	North America
Chemoleums India Private Limited	2666	30-Mar-15	Chromepet;Chennai	Tamil Nadu, Chennai	India	South Asia
Chevron Lubricants Oils, S.A.	1152	30-Mar-15	Acajutla	Sonsonate	El Salvador	Central America/Caribbean
Chevron Products Company	90	30-Mar-15	San Ramon	Ca	United States	North America
Chiao Kwang Co., Ltd.	2751	30-Mar-15	New Taipei City		Taiwan, Republic Of China	Asia Pacific
Chrysler Canada Inc.	423	30-Mar-15	Windsor	On	Canada	North America
Chrysler Corporation	282	30-Mar-15	Auburn Hills	Mi	United States	North America
Chs Inc	1100	30-Mar-15	Inver Grove Heights	Mn	United States	North America
Chugai Yukagaku Kogyo K.K.	2057	30-Mar-15	Oazanishibukuro;Yashio-Shi	Saitama-Ken	Japan	Asia Pacific
Chugoku Kogyo K.K	757	30-Mar-15	Kawai Hatsukaichi-Shi		Japan	Asia Pacific
Chukyo Kasei Kogyo Company, Ltd	752	30-Mar-15	Imaoka-Cho;;Kariya-Shi	Aichi-Ken	Japan	Asia Pacific
Circle Lubricants Inc.	2466	30-Mar-15	Bay Shore	Ny	United States	North America
Citgo Petroleum Corporation	80	30-Mar-15	Houston	Tx	United States	North America
Cleanoil Limited	2575	30-Mar-15	Yuen Long	New Territories	Hong Kong	Asia Pacific
Cmj Brothers	3007	30-Mar-15	Paramount	Ca	United States	North America
Coexito S.A.	2532	30-Mar-15	Cali	Valle Del Cauca	Colombia	South America
Colorado Petroleum Products Company	33	30-Mar-15	Denver	Co	United States	North America
Come Rich Lubricants Corporation	2776	30-Mar-15	New Taipei City	Taiwan	Taiwan, Republic Of China	Asia Pacific
Comercial Importadora, S.A. De C.V	122	30-Mar-15	Naucalpan De Juarez Estado De		Mexico	North America
Comercial Roshfrans, S.A. De C.V	840	30-Mar-15	Col Nueva Industrial Vallejo;Gustavo A Madero	Df	Mexico	North America
Comercializadora De Aceites Y Derivados S.A. De C.V.	2169	30-Mar-15	Tultitlan Edo.		Mexico	North America
Compania Internacional De Lubricantes S.A. De C.V.	2299	30-Mar-15	Guadalajara	Jal	Mexico	North America
Control Corporation	2699	30-Mar-15	Taichung City		Taiwan, Republic Of China	Asia Pacific
Conklin Company Inc	367	30-Mar-15	Shakopee	Mn	United States	North America
Consolidated Parts & Accessories Sales Centre Ltd	3020	30-Mar-15	Kowloon Bay	Kowloon	Hong Kong	Asia Pacific
Coolants Plus, Inc.	2488	30-Mar-15	Hamilton	Oh	United States	North America
Corporativo Aplq S.A. De C.V.	2574	30-Mar-15	Barrio Lazaro Cardenas;Cuautitlan	Mex	Mexico	North America
Cosmo Oil Lubricants Company, Ltd	195	30-Mar-15	Shiba;;Minato-Ku	Tokyo-To	Japan	Asia Pacific
Countrymark Refining And Logistics, Llc	2478	30-Mar-15	Westfield	In	United States	North America
Cq Sourcing	317	30-Mar-15	Raleigh	Nc	United States	North America
Crevier Lubrifiants Inc.	3035	30-Mar-15	Longueuil	Qc	Canada	North America

## API's EOLCS Program Licensees

COMPANY NAME	LICENSE #	EXPIRATION	CITY	STATE/PROVINCE	COUNTRY	REGION
Crown Equipment Corporation	3038	30-Mar-15	New Bremen	Oh	United States	North America
Crown Lubricants Company Llc	2134	30-Mar-15	Ash Shariqah		United Arab Emirates	Middle East
Cst Brands	2645	30-Mar-15	San Antonio	Tx	United States	North America
Cyclon Hellas S.A.	1054	30-Mar-15	Athens		Greece	Europe
D.K. Lubricants (M) Sdn Bhd	2557	30-Mar-15	Shah Alam	Selangor	Malaysia	Se Asia
D-A Lubricant Company, Inc.	2636	30-Mar-15	Lebanon	In	United States	North America
Dao Yun Trading Co., Ltd.	2739	30-Mar-15	Toufen Township, Miaoli County		Taiwan, Republic Of China	Asia Pacific
Daqing Kunyou Lubricant Oil Co., Ltd	3019	30-Mar-15	Daqing	Heilongjiang	People'S Republic Of China	Asia Pacific
Daqing Laote Lubricant Co., Ltd.	2586	30-Mar-15	Daqing	Heilongjiang	People'S Republic Of China	Asia Pacific
David Weber Oil Company	1030	30-Mar-15	Carlstadt	Nj	United States	North America
Davison Oil Company, Inc.	484	30-Mar-15	Mobile	Al	United States	North America
Deckman Oil Company Inc.	2442	30-Mar-15	Honeoye Falls	Ny	United States	North America
Delfin Group	2318	30-Mar-15	North Charleston	Sc	United States	North America
Delta Companies Group, Inc.	3032	30-Mar-15	Cicero	Il	United States	North America
Dennis K. Burke, Inc	432	30-Mar-15	Chelsea	Ma	United States	North America
Dennis Oil Company	883	30-Mar-15	Springfield	Mo	United States	North America
Dennison Lubricants, Inc.	2359	30-Mar-15	Lakeville	Ma	United States	North America
Derco S.A.	2693	30-Mar-15	San Ramon		Chile	South America
Deutsche Oelwerke Lubmin Gmbh	3018	30-Mar-15	Lubmin		Germany	Europe
Dilmar Oil Company, Inc.	2426	30-Mar-15	Florence	Sc	United States	North America
Distribuidora De Aceites Mexicanos Aceimex Sa De Cv	2038	30-Mar-15	Barrio Independencia;Tultitlan	Mex	Mexico	North America
Dkr Petroleum Co., Ltd.	2683	30-Mar-15	Taichung City		Taiwan, Republic Of China	Asia Pacific
Dongguan Pacoil Lubricant Co. Ltd.	2487	30-Mar-15	Dongguan		People'S Republic Of China	Asia Pacific
Dongying Auren Petroleum Chemical Co., Ltd.	2775	30-Mar-15	Dongying		People'S Republic Of China	Asia Pacific
Duration Products Company Ltd.	2060	30-Mar-15	San Mateo	Ca	United States	North America
East Coast Oils, Inc.	2793	30-Mar-15	Jacksonville	Fl	United States	North America
Eastern Oil Company	2358	30-Mar-15	Pontiac	Mi	United States	North America
Eco Advanced Llc	2297	30-Mar-15	Salt Lake City	Ut	United States	North America
Effective Hitech Sdn Bhd	2476	30-Mar-15	Kuala Lumpur	Wilayah Persekutuan	Malaysia	Se Asia
Egf Energy Partners, Llc	2455	30-Mar-15	Houston	Tx	United States	North America
E-Horn Corporation, Ltd.	2389	30-Mar-15	Fong-Shan		Taiwan, Republic Of China	Asia Pacific
Elofic Industries Limited	2749	30-Mar-15	Faridabad	Haryana, Faridabad	India	South Asia
Emerson Oil Co., Inc.	2768	30-Mar-15	Rochester	Ny	United States	North America
Emg Marketing Godo Kaisha	130	30-Mar-15	Konan;;Minato-Ku	Tokyo-To	Japan	Asia Pacific
Emirates Lube Oil Company Limited	173	30-Mar-15	Sharjah 6700		United Arab Emirates	Middle East
Empire Motor Company, Ltd	809	30-Mar-15	Hatchobori;;Chuo-Ku	Tokyo-To	Japan	Asia Pacific
Engen Petroleum Limited	789	30-Mar-15	Capetown		South Africa	Africa
Engine Up International Llc	3037	30-Mar-15	Wilmington	De	United States	North America
Eni S.P.A.	707	30-Mar-15	Rome	Rm	Italy	Europe
Eni Usa R&M Co. Inc.	81	30-Mar-15	New York	Ny	United States	North America
Enoc International Sales Llc	2063	30-Mar-15	Dubai		United Arab Emirates	Middle East
Eson Petroleum Sdn. Bhd.	2670	30-Mar-15	Kuantan	Pahang	Malaysia	Se Asia
Euroiltec Industry Co., Ltd.	2787	30-Mar-15	Kaohsiung		Taiwan, Republic Of China	Asia Pacific
Ever Eco, Inc	2766	30-Mar-15	Mountain View	Ca	United States	North America
Ever Light Ban Hon Incorporated	2222	30-Mar-15	Taipei	Taiwan	Taiwan, Republic Of China	Asia Pacific
Ev-Kan Lubricants	3042	30-Mar-15	Troy	Mi	United States	North America
Exxonmobil De Colombia S.A.	2220	30-Mar-15	Bogota	Cundinamarca	Colombia	South America
Exxonmobil Del Peru S.R.L.	2260	30-Mar-15	Lima Lima 27		Peru	South America
Exxonmobil Mexico Sa De Cv	109	30-Mar-15	Col. Industrial Vallejo;Azcapotzalco;Mexico	Df	Mexico	North America
Exxonmobil Oil Corporation	20	30-Mar-15	Fairfax	Va	United States	North America
Facial Enterprise	2373	30-Mar-15	Tai-Chung		Taiwan, Republic Of China	Asia Pacific
Factory Motor Parts (Fmp)	2612	30-Mar-15	Eagan	Mn	United States	North America
Falcon Oil Company Inc	175	30-Mar-15	Ash Shariqah		United Arab Emirates	Middle East
Federal Lubricants	499	30-Mar-15	Doral	Fl	United States	North America
Federated Auto Parts Distributors	2447	30-Mar-15	Staunton	Va	United States	North America
Federated Co-Operatives Limited	144	30-Mar-15	Saskatoon	Sk	Canada	North America
Fest Enterprise Oil Pte Ltd	2656	30-Mar-15	Singapore		Singapore	Se Asia
Five One Five International Trade Co., Ltd	2672	30-Mar-15	Kaohsiung		Taiwan, Republic Of China	Asia Pacific
Flamingo Oil Company, DbA Www.Maximooil.Com	389	30-Mar-15	Miami	Fl	United States	North America
Fleet Wholesale Supply Company Inc	508	30-Mar-15	Appleton	Wi	United States	North America
Ford Motor Company	110	30-Mar-15	Allen Park	Mi	United States	North America
Ford Motor Company Of Canada, Inc	478	30-Mar-15	Allen Park	Mi	United States	North America



## API's EOLCS Program Licensees

COMPANY NAME	LICENSE #	EXPIRATION	CITY	STATE/PROVINCE	COUNTRY	REGION
Ford Motor Company Of Mexico	3014	30-Mar-15	Col. Zedec Santa Fe;Alvaro Obregon;Mexico	Df	Mexico	North America
Formosa Petrochemical & Trading Co., Ltd.	3046	30-Mar-15	Xizhi Dist., New Taipei City		Taiwan, Republic Of China	Asia Pacific
Formosa Petrochemical Corporation	2601	30-Mar-15	Maillao	Taiwan	Taiwan, Republic Of China	Asia Pacific
Fuchs Lubricants Company	185	30-Mar-15	Harvey	Il	United States	North America
Gazpromneft-Lubricants, Ltd	2498	30-Mar-15	Moscow	Moscow	Russian Federation	Europe
Gb Lubricants	2595	30-Mar-15	Gateshead	Tyne And Wear	United Kingdom	Europe
General Motors Corporation	125	30-Mar-15	Grand Blanc	Mi	United States	North America
General Motors Of Canada Limited	115	30-Mar-15	Oshawa	On	Canada	North America
General Petroleum Products	2513	30-Mar-15	Ash Shariqah		United Arab Emirates	Middle East
German Mirror Lubricants & Greases Co. Fze.	2124	30-Mar-15	Ash Shariqah		United Arab Emirates	Middle East
Germlub Trading Co., Ltd.	2456	30-Mar-15	Taipei		Taiwan, Republic Of China	Asia Pacific
Gibson Petroleum (S) Pte Ltd	2132	30-Mar-15	Singapore		Singapore	Se Asia
Global Racing Oil (Cogelsa)	2614	30-Mar-15	Sant Andreu De La Barca	Barcelona	Spain	Europe
Glory Lubricants	3006	30-Mar-15	Anaheim	Ca	United States	North America
Go Green Smokeless Oil International, Inc.	2761	30-Mar-15	Joshua	Tx	United States	North America
Golden Infinite International Sdn Bhd	2610	30-Mar-15	Johor Bahru	Johor	Malaysia	Se Asia
Golden Lubricants Llc	2659	30-Mar-15	Phoenix	Az	United States	North America
Golden Spring Export Pte Ltd	2701	30-Mar-15	Singapore		Singapore	Se Asia
Gonher De Mexico Sa De Cv	438	30-Mar-15	Residencial Ixtlera;Santa Catarina	Nl	Mexico	North America
Gracos Lubricants Asia Pacific Pte Ltd	3058	30-Mar-15	Singapore		Singapore	Se Asia
Grade A Petroleum Corporation	2662	30-Mar-15	Valley Stream	Ny	United States	North America
Greatwall Lube Oil Company - Sinopec	1029	30-Mar-15	Beijing City	Beijingshi	People'S Republic Of China	Asia Pacific
Green Earth Technologies, Inc.	2425	30-Mar-15	Hawthorne	Ny	United States	North America
Green View Technologies, Inc.	3053	30-Mar-15	Rollinsford	Nh	United States	North America
Growmark, Inc	78	30-Mar-15	Council Bluffs	Ia	United States	North America
Grupo Grasas Aceites Y Lubricantes S.A. De C.V.	2066	30-Mar-15	Mexico Df Edo De		Mexico	North America
Gs Caltex Corporation	494	30-Mar-15	Seoul		South Korea	Asia Pacific
Gtm Move Petroleum Chemical Industry (Tianjin) Limited	2604	30-Mar-15	Tianjin		People'S Republic Of China	Asia Pacific
Guangxi Beihai Yuchai Petronas High Quality Lube Co., Ltd.	2270	30-Mar-15	Beijing		People'S Republic Of China	Asia Pacific
Gulf Oil International	627	30-Mar-15	Andheri East;Mumbai	Maharashtra, Mumbai	India	South Asia
Gulf Oil Limited Partnership	228	30-Mar-15	Tulsa	Ok	United States	North America
Gulf Western Premium Quality Lubricating Oil (Australia) Pty Ltd	2697	30-Mar-15	Penrith	Nsw	Australia	Australasia
Haferd Petroleum Energy (Guangdong) Co., Ltd	3066	30-Mar-15	Dongguan		People'S Republic Of China	Asia Pacific
Halco Industries	2794	30-Mar-15	Norcross	Ga	United States	North America
Hanval, Inc	606	30-Mar-15	Seoul		South Korea	Asia Pacific
Harbor Chemical Technologies Co., Ltd.	2469	30-Mar-15	Dubai		United Arab Emirates	Middle East
Hartland Lubricants & Chemicals, A Division Of Hartland Fuel Products L	2370	30-Mar-15	Onalaska	Wi	United States	North America
He De Enterprise Co., Ltd	3054	30-Mar-15	Tainan City		Taiwan, Republic Of China	Asia Pacific
Hicks Oils Industrial Inc	108	30-Mar-15	Du Quoin	Il	United States	North America
Hiformlub Sdn Bhd	2152	30-Mar-15	Masai	Johor	Malaysia	Se Asia
Highlands Blending & Packaging DbA Irving Blending & Packaging	2730	30-Mar-15	Saint John	Nb	Canada	North America
Highlands Blending & Packaging Gp DbA Coastal Blending & Packaging	2041	30-Mar-15	Saint John	Nb	Canada	North America
Hin Leong Trading (Pte) Ltd	2183	30-Mar-15	Singapore		Singapore	Se Asia
Hindustan Petroleum Corporation, Ltd	919	30-Mar-15	Ballard Estate;Fort;Mumbai	Maharashtra, Mumbai	India	South Asia
Hm Highmil S.A. De C.V.	2423	30-Mar-15	Col. Paraisos Del Colli;Zapopan	Jal	Mexico	North America
Hokuren Federation Of Agricultural Cooperatives	787	30-Mar-15	Sapporo	Hokkaido	Japan	Asia Pacific
Holiday Station Stores	2501	30-Mar-15	Bloomington	Mn	United States	North America
Home Hardware Stores Limited	456	30-Mar-15	St Jacobs	On	Canada	North America
Honda Motor Company, Limited	775	30-Mar-15	Hon-Machi;;Wako-Shi	Saitama-Ken	Japan	Asia Pacific
Hong Kuo Lubricant Co., Ltd	2700	30-Mar-15	Ta Ya Dist., Taichung City		Taiwan, Republic Of China	Asia Pacific
Hoosier Penn Oil Co., Inc.	2502	30-Mar-15	Indianapolis	In	United States	North America
Hovis Auto Supply, Inc.	2786	30-Mar-15	Mercer	Pa	United States	North America
Hung Ming Enterprise Co., Ltd	2709	30-Mar-15	Yangmei City	Taoyuan County	Taiwan, Republic Of China	Asia Pacific
Hung Yang International Enterprise Co., Ltd.	2646	30-Mar-15	Yangmei	Taoyuan	Taiwan, Republic Of China	Asia Pacific
Hunter Applied Materials Co., Ltd.	3052	30-Mar-15	Douliu City / Yunliu County,		Taiwan, Republic Of China	Asia Pacific
Hunter Oil Company, Inc.	2342	30-Mar-15	Chattanooga	Tn	United States	North America
Hutchens Petroleum Corporation	2633	30-Mar-15	Stuart	Va	United States	North America
Hydrotex	862	30-Mar-15	Farmers Branch	Tx	United States	North America
Hyrax Oil Sdn. Bhd (228216-K)	1102	30-Mar-15	Klang	Selangor	Malaysia	Se Asia
Hyundai Emsys Inc.	2634	30-Mar-15	Sungnam-Si		South Korea	Asia Pacific
Hyundai Oilbank Co., Ltd.	2791	30-Mar-15	Jung-Gu	Seoul	South Korea	Asia Pacific
Hy-Vee Food Stores Inc	461	30-Mar-15	West Des Moines	Ia	United States	North America

## API's EOLCS Program Licensees

COMPANY NAME	LICENSE #	EXPIRATION	CITY	STATE/PROVINCE	COUNTRY	REGION
Idemitsu Lubricants America Corporation	106	30-Mar-15	Jeffersonville	In	United States	North America
Igol France	739	30-Mar-15	Amiens Cedex 3		France	Europe
Imperial Oil	104	30-Mar-15	Sarnia	On	Canada	North America
Importadora La Plaza	2112	30-Mar-15	Santiago De Los Caballeros	Norcentral	Dominican Republic	Central America/Caribbean
Indian Oil Corporation Limited	481	30-Mar-15	Bandra East,Mumbai	Maharashtra, Mumbai	India	South Asia
Industrial De Especialidades Quimicas S.A De C.V	2256	30-Mar-15	Pueblo Santa Clara Coatitla;Ecatepec De Morelos	Mex	Mexico	North America
Industrial De Lubricantes Continental S.A. De C.V.	2539	30-Mar-15	San Nicolas De Las Garza	Nuevo Leon	Mexico	North America
Industrias John Deere S.A. De C.V.	2130	30-Mar-15	Col. Estacion La Leona;San Pedro Garza Garcia	Nl	Mexico	North America
Industrias Tecnicas Especializadas, S.A. De C.V.	2781	30-Mar-15	Rancho O Rancheria Agua Blanca Sur;Zapopan	Jal	Mexico	North America
Insa Ltd.	2219	30-Mar-15	Rakovski		Bulgaria	Europe
International Technologies	2609	30-Mar-15	`Ajman		United Arab Emirates	Middle East
Into Great Brands Inc (Dura Lube/Motorkote)	3021	30-Mar-15	Gahanna	Oh	United States	North America
Ipiranga Produtos De Petroleo Sa	183	30-Mar-15	Sao Cristovao;Rio De Janeiro	Rj	Brazil	South America
J M Oil Co.	2435	30-Mar-15	Santa Fe Springs	Ca	United States	North America
J.D. Streett & Company Inc	30	30-Mar-15	Maryland Heights	Mo	United States	North America
Japan Luboil Refiners Association	875	30-Mar-15	Shinba-Shi;Minato-Ku	Tokyo-To	Japan	Asia Pacific
Japan Oil Service Co., Ltd	2702	30-Mar-15	Fukushima-Cho;Akishima-Shi	Tokyo-To	Japan	Asia Pacific
Japan Sun Oil Company Limited	189	30-Mar-15	Koji-Machi;Chiyoda-Ku	Tokyo-To	Japan	Asia Pacific
Jaytec Co. Ltd.	2525	30-Mar-15	Nagoya	Aichi	Japan	Asia Pacific
Jdh Petrochemical Company Limited	2796	30-Mar-15	Kowloon		Hong Kong	Asia Pacific
Jian Yu Co., Ltd.	2771	30-Mar-15	Taoyuan	Taiwan	Taiwan, Republic Of China	Asia Pacific
Jiangsu Lopal Tech. Co., Ltd.	2209	30-Mar-15	Nanjing City	Jiangsusheng	People'S Republic Of China	Asia Pacific
Jin Syn Enterprise Company, Ltd.	2291	30-Mar-15	Taichung	Taiwan	People'S Republic Of China	Asia Pacific
Jv Yukoil Llc	2400	30-Mar-15	Zaporozhye		Ukraine	Europe
Jx Nippon Oil & Energy Corporation	601	30-Mar-15	Ote-Machi;Chiyoda-Ku	Tokyo-To	Japan	Asia Pacific
Kandlee Trading Co., Ltd	2708	30-Mar-15	Taichung		Taiwan, Republic Of China	Asia Pacific
Kanematsu Chemicals Corporation	2433	30-Mar-15	Nihonbashingyoy-Cho;Chuo-Ku	Tokyo-To	Japan	Asia Pacific
Kath Fuel Oil Service Co.	2509	30-Mar-15	Saint Paul	Mn	United States	North America
Kawasaki Motors Corp., U.S.A.	2788	30-Mar-15	Irvine	Ca	United States	North America
Kimbro Oil Company	2530	30-Mar-15	Nashville	Tn	United States	North America
Kinpak Inc	2120	30-Mar-15	Montgomery	Al	United States	North America
Kubota Tractor Corporation	847	30-Mar-15	Torrance	Ca	United States	North America
Kum & Go	2480	30-Mar-15	West Des Moines	Ia	United States	North America
Kuo Horng Company Ltd	1158	30-Mar-15	Taipei	Taiwan	Taiwan, Republic Of China	Asia Pacific
Kuwait Dana Lubes Company	2284	30-Mar-15	Kuwait		Kuwait	Middle East
Latch Oil, Inc.	2555	30-Mar-15	Jasper	Tx	United States	North America
Lee Helms Incorporated	2388	30-Mar-15	Hazelwood	Mo	United States	North America
Liaoning Sante Petroleum Chemical Co., Ltd	2682	30-Mar-15	Province	Liao Ning	People'S Republic Of China	Asia Pacific
Liaoning Shengrunfu Lubricant Co.,Ltd	3051	30-Mar-15	Chenyang City	Liaoningsheng	People'S Republic Of China	Asia Pacific
Link Belt Construction Equipment Company	433	30-Mar-15	Lexington	Ky	United States	North America
Lion Petroleum Products Sdn Bhd	2374	30-Mar-15	Shah Alam	Selangor	Malaysia	Se Asia
Liq-E S.A. De C.V.	986	30-Mar-15	Col. La Fe;San Nicolas De Los Garza	Nl	Mexico	North America
Liqui Moly Gmbh	3034	30-Mar-15	Ulm	Baden-Wuerttemberg	Germany	Europe
Lordco Parts Ltd	2143	30-Mar-15	Maple Ridge	Bc	Canada	North America
Lube Mark Llc	2422	30-Mar-15	Kingwood	Tx	United States	North America
Lube Net Llc	2716	30-Mar-15	Brooklyn	Ny	United States	North America
Lubechem International Industry Llc	2516	30-Mar-15	Ra'S Al Khaymah		United Arab Emirates	Middle East
Lubricantes Basicos Y Grasas De Occidente Sa De Cv	2008	30-Mar-15	Zapopan		Mexico	North America
Lubricantes De America Sa De Cv	373	30-Mar-15	Santa Catarina		Mexico	North America
Lubricantes Next Gen (Lng) Srl	3041	30-Mar-15	La Uruca		Costa Rica	Central America/Caribbean
Lubricantes Unidos De Mexico Sa De Cv	2027	30-Mar-15	Zapopan	Jalisco	Mexico	North America
Lubricantes Venoco International, Ca	764	30-Mar-15	Guacara	Carabobo	Venezuela	South America
Lubricants Business Division, Cpc Corporation, Taiwan	610	30-Mar-15	Kaohsiung		Taiwan, Republic Of China	Asia Pacific
Lubricating Specialties Company	215	30-Mar-15	Pico Rivera	Ca	United States	North America
Lubrication Engineers Inc	7	30-Mar-15	Wichita	Ks	United States	North America
Lubrication Technologies, Inc.	2310	30-Mar-15	Minneapolis	Mn	United States	North America
Lubricorp	2727	30-Mar-15	Knoxville	Tn	United States	North America
Lubrimar	2738	30-Mar-15	Houston	Tx	United States	North America
Lucas Oil Products Inc.	2322	30-Mar-15	Corona	Ca	United States	North America
Lyden Oil Company	2439	30-Mar-15	Youngstown	Oh	United States	North America
M & A Oil Company De Mexico, Sa De Cv	981	30-Mar-15	Col. Exhacienda Coapa;Coyoacan;Mexico	Df	Mexico	North America
M & J Sunshine Corp.	2491	30-Mar-15	Medley	Fl	United States	North America

## API's EOLCS Program Licensees

COMPANY NAME	LICENSE #	EXPIRATION	CITY	STATE/PROVINCE	COUNTRY	REGION
Mach 4, Inc	500	30-Mar-15	Oklahoma City	Ok	United States	North America
Mach Oil Inc.	2549	30-Mar-15	Encino	Ca	United States	North America
Mack Trucks	3039	30-Mar-15	Greensboro	Nc	United States	North America
Maclube Oil, Co.	2782	30-Mar-15	Saint Rose	La	United States	North America
Manufacturas Diversas S.A. De C.V.	3031	30-Mar-15	Hacienda Universidad Tecnologica;Leon	Gto	Mexico	North America
Mao Shuo Industry Co., Ltd.	3056	30-Mar-15	Taichung City		Taiwan, Republic Of China	Asia Pacific
Marathon Petroleum Company	3009	30-Mar-15	Findlay	Oh	United States	North America
Martin Operating Partnership, L.P. DbA Martin Lubricants	397	30-Mar-15	Smackover	Ar	United States	North America
Master Products Company	2473	30-Mar-15	Germantown	Tn	United States	North America
Mattoon Rural King Supply, Inc.	2567	30-Mar-15	Mattoon	Il	United States	North America
Maverik	3049	30-Mar-15	North Salt Lake	Ut	United States	North America
Maxum Petroleum	2398	30-Mar-15	Compton	Ca	United States	North America
Mazda Motor Corporation	343	30-Mar-15	Hiroshima		Japan	Asia Pacific
Mazda Motor Of America, Inc	286	30-Mar-15	Irvine	Ca	United States	North America
Mcperson Oil Company	2441	30-Mar-15	Trussville	Al	United States	North America
Mega Power	2711	30-Mar-15	Largo	Fl	United States	North America
Mei Ciao Oil Co., Ltd.	2540	30-Mar-15	Hsinchu County		Taiwan, Republic Of China	Asia Pacific
Metrolube	3026	30-Mar-15	Staten Island	Ny	United States	North America
Mexicana De Lubricantes, Sa De Cv	152	30-Mar-15	Guadalajara	Jalisco	Mexico	North America
Mextra, S.A.	2078	30-Mar-15	Col. Tizayuca Centro;Tizayuca	Hgo	Mexico	North America
Mf Lubricants	3047	30-Mar-15	Guatemala	Guatemala	Guatemala	Central America/Caribbean
Mfa Oil Company	9	30-Mar-15	Columbia	Mo	United States	North America
Michang Oil Industrial Company Ltd	2225	30-Mar-15	Yeongdo-Gu	Busan	South Korea	Asia Pacific
Mid-States Distributing Company	3030	30-Mar-15	Saint Paul	Mn	United States	North America
Mielke Oil Company, Inc.	2687	30-Mar-15	Little Falls	Mn	United States	North America
Min Jung Hong Ing	2235	30-Mar-15	Taiwan		Taiwan, Republic Of China	Asia Pacific
Mitsui Oil Corporation	2537	30-Mar-15	Nishishinba-Shi;Minato-Ku	Tokyo-To	Japan	Asia Pacific
Mitsui Oil Co., Ltd	655	30-Mar-15	Uchisaiwai-Cho;Chiyoda-Ku	Tokyo-To	Japan	Asia Pacific
Mjl Bangladesh Limited	2576	30-Mar-15	Dhaka		Bangladesh	South Asia
Mkz Holding Llc	2648	30-Mar-15	Romulus	Mi	United States	North America
Moc Products Company, Inc	2714	30-Mar-15	Pacoima	Ca	United States	North America
Mol- Lub Production, Distribution And Service	636	30-Mar-15	Almasfuezito	Komarom-Esztergom	Hungary	Europe
Motor Guard Lubricants	3028	30-Mar-15	Long Beach	Ca	United States	North America
Motosel Industrial Group Inc.	2583	30-Mar-15	Burnaby	Bc	Canada	North America
Motul Sa	609	30-Mar-15	Aubervilliers		France	Europe
Murphy Usa	2238	30-Mar-15	El Dorado	Ar	United States	North America
Nandan Petrochem Limited	2597	30-Mar-15	Fertiliser Township;Chembur;Mumbai	Maharashtra, Mumbai	India	South Asia
National Automotive Parts Association - Napa	672	30-Mar-15	Atlanta	Ga	United States	North America
National Federation Of Agricultural Cooperative Associations	2040	30-Mar-15	Ote-Machi;Chiyoda-Ku	Tokyo-To	Japan	Asia Pacific
National Pronto Association	2587	30-Mar-15	Grapevine	Tx	United States	North America
Naztech Petroleum Investment Group	3022	30-Mar-15	Addissaba		Ethiopia	Africa
Nch Corporation	2366	30-Mar-15	Irving	Tx	United States	North America
Nemco Resources Ltd	1077	30-Mar-15	Winnipeg	Mb	Canada	North America
Network Lubricants	2798	30-Mar-15	Daingerfield	Tx	United States	North America
New West Oil Co.	3036	30-Mar-15	Phoenix	Az	United States	North America
New Yuan Fong Co., Ltd.	2541	30-Mar-15	Taipei		Taiwan, Republic Of China	Asia Pacific
Newalta Corporation	161	30-Mar-15	North Vancouver	Bc	Canada	North America
Nichimoly Division, Daizo Corporation	2465	30-Mar-15	Nihonbashiho-Cho;Chuo-Ku	Tokyo-To	Japan	Asia Pacific
Nikko Sangyo Company, Ltd	702	30-Mar-15	Marunochi;Chiyoda-Ku	Tokyo-To	Japan	Asia Pacific
Nissan Motor Co.,Ltd	2607	30-Mar-15	Takashima;Nishi-Ku;Yokohama-Shi	Kanagawa-Ken	Japan	Asia Pacific
Nissan North America	2792	30-Mar-15	Franklin	Tn	United States	North America
Noco Energy Corporation	279	30-Mar-15	Tonawanda	Ny	United States	North America
Norsk-Pennsylvansk Oljekompani A/S	2457	30-Mar-15	Loerenskog		Norway	Europe
North American Lubricants Company	2049	30-Mar-15	Scottsdale	Az	United States	North America
Northeast Products Company Inc	699	30-Mar-15	Fall River	Ma	United States	North America
Northland Products Company	63	30-Mar-15	Waterloo	Ia	United States	North America
Npg	230	30-Mar-15	Tulsa	Ok	United States	North America
Nsl Oilchem Trading Pte Ltd	3043	30-Mar-15	Singapore		Singapore	Se Asia
Nu-Tier Brands,Inc.	2685	30-Mar-15	Tulsa	Ok	United States	North America
Oasis Grease And Lubricants Industries L.L.C	2615	30-Mar-15	Ash Shariqah		United Arab Emirates	Middle East
Old World Industries, Llc	2074	30-Mar-15	Northbrook	Il	United States	North America
Olein Recovery Corporation	2420	30-Mar-15	Yabucoa	Puerto Rico	United States	North America

## API's EOLCS Program Licensees

COMPANY NAME	LICENSE #	EXPIRATION	CITY	STATE/PROVINCE	COUNTRY	REGION
Olipes, Sl	894	30-Mar-15	Campo Real	Madrid	Spain	Europe
Olite Petroleum Co., Ltd.	2736	30-Mar-15	Changhua		Taiwan, Republic Of China	Asia Pacific
Oman Oil Marketing Company Saog	2350	30-Mar-15	Muscat	Governorate Of Muscat	Sultanate Of Oman	Middle East
Omega Manufacturing Division	156	30-Mar-15	Wan Chai		Hong Kong	Asia Pacific
Omni Specialty Packaging Inc	2034	30-Mar-15	Shreveport	La	United States	North America
Ooo Llk-International	2523	30-Mar-15	Moscow	Moscow	Russian Federation	Europe
O'Reilly Auto Parts	884	30-Mar-15	Springfield	Mo	United States	North America
Organizacion Terpel S.A	3029	30-Mar-15	Bucaramanga	Santander Del Sur	Colombia	South America
Orscheln Farm & Home	2411	30-Mar-15	Moberly	Mo	United States	North America
Oryx Energies S.A.	2533	30-Mar-15	Geneva	Ge	Switzerland	Europe
Ottoline Co. Ltd	2294	30-Mar-15	Taipei	Taiwan	Taiwan, Republic Of China	Asia Pacific
Outtech Amc Company Ltd	2226	30-Mar-15	Hirato-Cho;Totsuka-Ku;Yokohama-Shi	Kanagawa-Ken	Japan	Asia Pacific
Pakistan State Oil Company Limited	2667	30-Mar-15	Karachi	Sindh	Pakistan	South Asia
Palstar Co., Ltd.	2406	30-Mar-15	Seya-Cho;Seya-Ku;Yokohama-Shi	Kanagawa-Ken	Japan	Asia Pacific
Panolin International Inc.	3045	30-Mar-15	Madetswil	Zh	Switzerland	Europe
Parent Petroleum	2579	30-Mar-15	Saint Charles	Il	United States	North America
Pdv Ecuador S.A.	2623	30-Mar-15	Guayaquil	Guayas	Ecuador	South America
Pennzoil Products Company	12	30-Mar-15	Houston	Tx	United States	North America
Penrite Oil Company Pty Limited	3044	30-Mar-15	Wantirna South	Vic	Australia	Australasia
Pertamina	836	30-Mar-15	Jakarta	Dki Jakarta	Indonesia	Se Asia
Petrobras Chile Lubricantes S.A.C	2679	30-Mar-15	Santiago		Chile	South America
Petrobras Distribuidora Sa (Br)	607	30-Mar-15	Vila Actura;Duque De Caxias	Rj	Brazil	South America
Petro-Canada Lubricants	64	30-Mar-15	Mississauga	On	Canada	North America
Petrochina Lubricant Company	2075	30-Mar-15	Beijing		People'S Republic Of China	Asia Pacific
Petrochoice	2424	30-Mar-15	Defiance	Pa	United States	North America
Petroformula Industries, Llc	2721	30-Mar-15	Atlanta	Ga	United States	North America
Petroleos De Portugal - Petrogal	157	30-Mar-15	Lisbon		Portugal	Europe
Petroliance, Llc	2340	30-Mar-15	Apex	Nc	United States	North America
Petrolimex Petrochemical Corporation - Jsc	2649	30-Mar-15	Hanoi		Vietnam	Se Asia
Petrolube Oil & Grease Company Ltd	1109	30-Mar-15	`Ajman		United Arab Emirates	Middle East
Petrolube Oil And Grease Company Ltd (Plogco)	2244	30-Mar-15	`Ajman		United Arab Emirates	Middle East
Petron Corporation	2606	30-Mar-15	Metro Manila	National Capital Region	Philippines	Se Asia
Petronas Lubricants International Sdn Bhd	1096	30-Mar-15	Kuala Lumpur	Wilayah Persekutuan	Malaysia	Se Asia
Petronas Lubricants Italy	2598	30-Mar-15	Villastellone	(Turin)	Italy	Europe
Petroultra Oils	2367	30-Mar-15	Ash Shariqah		United Arab Emirates	Middle East
Phillips 66 Company (76 Lubricants)	55	30-Mar-15	Houston	Tx	United States	North America
Phillips 66 Company (Conoco)	41	30-Mar-15	Houston	Tx	United States	North America
Phillips 66 Company (Kendall Motor Oil)	1037	30-Mar-15	Houston	Tx	United States	North America
Phillips 66 Company (Phillips 66)	27	30-Mar-15	Houston	Tx	United States	North America
Pinnacle Oil Inc	172	30-Mar-15	Indianapolis	In	United States	North America
Pinnacle Resources, Inc	462	30-Mar-15	Pine Bluff	Ar	United States	North America
Piston Power Chemicals	2415	30-Mar-15	Durban	Kwazulu Natal	South Africa	Africa
Port Consolidated, Inc.	3003	30-Mar-15	Fort Lauderdale	Fl	United States	North America
Power International Chemical & Oil Corporation	2309	30-Mar-15	Tainan	Taiwan	Taiwan, Republic Of China	Asia Pacific
Prime Guard	2650	30-Mar-15	Memphis	Tn	United States	North America
Prime Lube, Inc.	2361	30-Mar-15	Carteret	Nj	United States	North America
Primrose Oil Company	1123	30-Mar-15	Dallas	Tx	United States	North America
Prista Oil Holding Ead	2113	30-Mar-15	Ruse		Bulgaria	Europe
Pro Oil Corporation	2093	30-Mar-15	Tampa	Fl	United States	North America
Productos Chevron Mexico S. De Rl De Cv	896	30-Mar-15	Col Ampliacion San Juan De Aragon;Gustavo A Mader	Df	Mexico	North America
Productos Y Lubricantes De Alta Tecnologia Sa	1160	30-Mar-15	Col. Toluquilla;Ilaquepaque	Jal	Mexico	North America
Psp Japan Ltd	849	30-Mar-15	Akasaka;;Minato-Ku	Tokyo-To	Japan	Asia Pacific
Ptt Public Company Ltd	2204	30-Mar-15	Chatuchak	Bangkok	Thailand	Se Asia
Qatar Lubricants Company Limited	2444	30-Mar-15	Ad Dawhah		Qatar	Middle East
Qingdao Copton Technology Co., Ltd	2033	30-Mar-15	Qingdao	Shandong	People'S Republic Of China	Asia Pacific
Quaker State Corporation	14	30-Mar-15	Houston	Tx	United States	North America
Quality Oil, Inc	2246	30-Mar-15	Valparaiso	In	United States	North America
Quantum Lubricants	2585	30-Mar-15	Gilbert	Az	United States	North America
Raffles Trading Enterprise Pte Ltd	2777	30-Mar-15	Singapore		Singapore	Se Asia
Raj Petro Specialties Pvt Ltd	2611	30-Mar-15	Mumbai	Maharashtra	India	South Asia
Raloy Lubricantes, Sa De Cv	280	30-Mar-15	Tianguistenco Edo. De		Mexico	North America
Ravensberger Schmierstoffvertrieb Gmbh	2224	30-Mar-15	Werther (Westf.)	North Rhine-Westphalia	Germany	Europe

## API's EOLCS Program Licensees

COMPANY NAME	LICENSE #	EXPIRATION	CITY	STATE/PROVINCE	COUNTRY	REGION
Reladyne, Llc	1039	30-Mar-15	Blue Ash	Oh	United States	North America
Reliance Fluid Technologies	2626	30-Mar-15	Niagara Falls	Ny	United States	North America
Repsol Lubricantes Y Especialidades S.A.	440	30-Mar-15	Madrid	Madrid	Spain	Europe
Riccarton Enterprise Ltd	2548	30-Mar-15	Kaohsiung		Taiwan, Republic Of China	Asia Pacific
Rock Oil Company	2462	30-Mar-15	Warrington		United Kingdom	Europe
Root Company, Limited	900	30-Mar-15	Nagareyamashi		Japan	Asia Pacific
Rosemead Oil Products Inc	507	30-Mar-15	Santa Fe Springs	Ca	United States	North America
Royal Kingstone Co., Ltd	2558	30-Mar-15	Taipei		Taiwan, Republic Of China	Asia Pacific
Royal Mfg Co., Lp	205	30-Mar-15	Tulsa	Ok	United States	North America
Royal Purple, Inc.	777	30-Mar-15	Porter	Tx	United States	North America
S.I. Energy Co., Ltd.	2460	30-Mar-15	Ageba-Cho;Shinjuku-Ku	Tokyo-To	Japan	Asia Pacific
Safety-Kleen Canada Inc, Lubricants Division	143	30-Mar-15	Breslau	On	Canada	North America
Safety-Kleen Systems, Inc.	336	30-Mar-15	Richardson	Tx	United States	North America
Safeway Stores Inc	134	30-Mar-15	Denver	Co	United States	North America
Sah Petroleum Limited	1043	30-Mar-15	Mumbai		India	South Asia
Saia Co., Ltd	2552	30-Mar-15	Hikari-Machi;Yao-Shi	Osaka-Fu	Japan	Asia Pacific
Sakura Seiyujo	3012	30-Mar-15	Kamikita;Hirano-Ku;Osaka-Shi	Osaka-Fu	Japan	Asia Pacific
Salado Sales	680	30-Mar-15	Temple	Tx	United States	North America
Sanho Manufacturing & Packaging Sdn Bhd	2206	30-Mar-15	Senai	Johor	Malaysia	Se Asia
Sankyo Yuka Kogyo Kk	744	30-Mar-15	Hiroo;Ichikawa-Shi	Chiba-Ken	Japan	Asia Pacific
Sanwa Kasei Kogyo	2584	30-Mar-15	Torihama-Cho;Kanazawa-Ku;Yokohama-Shi	Kanagawa-Ken	Japan	Asia Pacific
Sanyu Kagaku Kogyo Kk	855	30-Mar-15	Hokima;Adachi-Ku	Tokyo-To	Japan	Asia Pacific
Saudi Arabian Lubricating Oil Company (Petrolube)	92	30-Mar-15	Jeddah		Kingdom Of Saudi Arabia	Middle East
Savita Oil Technologies, Limited	2573	30-Mar-15	Nariman Point;Mumbai	Maharashtra, Mumbai	India	South Asia
Schaeffer Manufacturing Company	32	30-Mar-15	Saint Louis	Mo	United States	North America
Shanghai Donghao Oil Industry Co., Ltd	2722	30-Mar-15	Jiadingqu;Shanghai City	Shanghai	People'S Republic Of China	Asia Pacific
Shanghai Fox Chemical Technology Co.,Ltd.	3033	30-Mar-15	Shanghai		People'S Republic Of China	Asia Pacific
Shanghai Jin Feng Hong Run Petrochem Co., Ltd	2676	30-Mar-15	Jinshanqu	Shanghai	People'S Republic Of China	Asia Pacific
Sharjah National Lube Oil Company Limited	476	30-Mar-15	Ash Shariqah		United Arab Emirates	Middle East
Shell Eastern Petroleum Pte Ltd	2692	30-Mar-15	Singapore		Singapore	Se Asia
Shell India Markets Private Limited	1130	30-Mar-15	Hiranandani Garden;Powai;Andheri East;Mumbai	Maharashtra, Mumbai	India	South Asia
Shell Lubricants - Sopus Products	1064	30-Mar-15	Houston	Tx	United States	North America
Shenzhen Julongteng Industry & Commerce Developing Co., Ltd	2155	30-Mar-15	Shenzhen	Guangdong	People'S Republic Of China	Asia Pacific
Shinnihonyushi Kougyo Company, Ltd	1040	30-Mar-15	Higashikojiya;Ota-Ku	Tokyo-To	Japan	Asia Pacific
Shoreside Petroleum, Inc.	2695	30-Mar-15	Anchorage	Ak	United States	North America
Showa Shell Sekiyu Kk	128	30-Mar-15	Daiba;Minato-Ku	Tokyo-To	Japan	Asia Pacific
Siegel Oil Company	2290	30-Mar-15	Denver	Co	United States	North America
Sinclair Oil Corporation	278	30-Mar-15	Salt Lake City	Ut	United States	North America
Singapore Petroleum Company Limited	856	30-Mar-15	Singapore		Singapore	Se Asia
Sk Lubricants Co., Ltd.	140	30-Mar-15	Seoul		South Korea	Asia Pacific
Sma Support Co., Ltd.	2522	30-Mar-15	Nishishinju-Ku;Shinjuku-Ku	Tokyo-To	Japan	Asia Pacific
Smitty'S Supply, Inc.	2212	30-Mar-15	Roseland	La	United States	North America
Société De Distribution Des Carburants Et Combustibles	3060	30-Mar-15	Casablanca	Casablanca	Morocco	Africa
S-Oil Corporation	214	30-Mar-15	Mapo-Gu	Seoul	South Korea	Asia Pacific
Solar Chemical Materials Technology (Kunshan) Co., Ltd	2713	30-Mar-15	Kunshan	Jiangsu	People'S Republic Of China	Asia Pacific
South West Lubricants, Inc. DbA Maxima Racing Oils	2675	30-Mar-15	Santee	Ca	United States	North America
Southern Counties Lubricants	2529	30-Mar-15	Orange	Ca	United States	North America
Southern Counties Oil Co, DbA Sc Fuels	2746	30-Mar-15	Orange	Ca	United States	North America
Spare-Parts Zone Pte Ltd	2376	30-Mar-15	Singapore		Singapore	Se Asia
Speed Master Company, Ltd.	2082	30-Mar-15	Irfune;Chuo-Ku	Tokyo-To	Japan	Asia Pacific
Speed Metal International Company, Ltd	2289	30-Mar-15	Taichung City	Taiwan	Taiwan, Republic Of China	Asia Pacific
Spk Corporation	2452	30-Mar-15	Fukushima;Fukushima-Ku;Osaka-Shi	Osaka-Fu	Japan	Asia Pacific
Strub Swiss Tribology	3059	30-Mar-15	Reiden	Lu	Switzerland	Europe
Sumber Petroleum Cemerlang Sdn Bhd	3011	30-Mar-15	Klang	Selangor	Malaysia	Se Asia
Sumico Lubricant Company Ltd	857	30-Mar-15	Nishishinju-Ku;Shinjuku-Ku	Tokyo-To	Japan	Asia Pacific
Sumo International Sdn Shd	2731	30-Mar-15	Batu Caves	Selangor	Malaysia	Se Asia
Sunlight Lubrication (H.K.) Limited	2233	30-Mar-15	Hong Kong		People'S Republic Of China	Asia Pacific
Sunoco, Inc (R&M)	93	30-Mar-15	Lester	Pa	United States	North America
Sunpoint International Group Usa Corp.	2783	30-Mar-15	Miami	Fl	United States	North America
Suntrade Worldwide Pte Ltd	2547	30-Mar-15	Singapore		Singapore	Se Asia
Super Lube Sa De Cv	1086	30-Mar-15	Cienega De Flores		Mexico	North America
Superior Lubricants	2494	30-Mar-15	North Tonawanda	Ny	United States	North America

## API's EOLCS Program Licensees

COMPANY NAME	LICENSE #	EXPIRATION	CITY	STATE/PROVINCE	COUNTRY	REGION
Supervalu Inc.	212	30-Mar-15	Denver	Al	United States	North America
Sureguard Products	2565	30-Mar-15	Roseland	La	United States	North America
Suzuki Canada Inc	338	30-Mar-15	Richmond Hill	On	Canada	North America
Swissoil Del Ecuador S.A. (Swissoil)	2517	30-Mar-15	Guayaquil	Guayas	Ecuador	South America
Syntomax Industries Sdn Bhd	2718	30-Mar-15	Shah Alam	Selangor	Malaysia	Se Asia
Tacti Corporation	877	30-Mar-15	Nagoya	Aichi Prefecture	Japan	Asia Pacific
Taiwan Nisseki Company Ltd	2011	30-Mar-15	Kaohsiung		Taiwan, Republic Of China	Asia Pacific
Taiwan Petroleum Co., Ltd.	2582	30-Mar-15	Taoyuan		Taiwan, Republic Of China	Asia Pacific
Taiyo Oil Company, Ltd	677	30-Mar-15	Uchisaiwai-Cho;Chiyoda-Ku	Tokyo-To	Japan	Asia Pacific
Taurus Lubricants Corp.	2745	30-Mar-15	Tewksbury	Ma	United States	North America
Tay Ruenn Enterprise Co., Ltd.	2591	30-Mar-15	Tao Yuan		Taiwan, Republic Of China	Asia Pacific
Tayron De Mexico S.A. De C.V.	2483	30-Mar-15	Culiacan	Sinaloa	Mexico	North America
Tdsoil Trading Co., Ltd.	2723	30-Mar-15	New Taipei City		Taiwan, Republic Of China	Asia Pacific
Tectus, Llc	2629	30-Mar-15	Tampa	Fl	United States	North America
Tekmol De Mexico Sa De Cv	2363	30-Mar-15	San Luis Potosi	Slp	Mexico	North America
Tennessee Farmers Cooperative	2277	30-Mar-15	La Vergne	Tn	United States	North America
Terrible Herbst Corporation	2603	30-Mar-15	Las Vegas	Nv	United States	North America
Tesla Technoproducts Fze	2640	30-Mar-15	Dubai		United Arab Emirates	Middle East
Texas Enterprises Inc	2248	30-Mar-15	Austin	Tx	United States	North America
Texas Petrochemical Asia Pacific Pte Ltd	2153	30-Mar-15	Singapore		Singapore	Se Asia
Texas Refinery Corporation	184	30-Mar-15	Fort Worth	Tx	United States	North America
Texas Tea Lubes	2399	30-Mar-15	Tahoe City	Ca	United States	North America
The Armor All/Stp Products Company	3048	30-Mar-15	Danbury	Ct	United States	North America
The Kroger Company	2737	30-Mar-15	Cincinnati	Oh	United States	North America
The Lubri-Loy Company, Inc.	2599	30-Mar-15	Wentzville	Mo	United States	North America
The Oilman Group Pty Ltd	3061	30-Mar-15	Pooraka	Sa	Australia	Australasia
The United Oil Company Inc	131	30-Mar-15	Baltimore	Md	United States	North America
Tianjin Diheng Bioenergy Co., Ltd.	2669	30-Mar-15	Tianjin		People'S Republic Of China	Asia Pacific
Tianjin Lanxin Petrochemical Co., Ltd.	3027	30-Mar-15	Tianjin City	Tianjinshi	People'S Republic Of China	Asia Pacific
Tide Water Oil Company (India) Ltd	920	30-Mar-15	Sanpada;Navi Mumbai	Maharashtra, Thane	India	South Asia
Tier One Lubricants, Llc	2643	30-Mar-15	Grand Rapids	Mi	United States	North America
Top 1 Oil Products Company	1126	30-Mar-15	San Mateo	Ca	United States	North America
Torco International Corporation	1131	30-Mar-15	Rancho Cucamonga	Ca	United States	North America
Totachi Kougyo Co., Ltd	2729	30-Mar-15	Chikko;Otaru-Shi	Hokkai-Do	Japan	Asia Pacific
Total Lubricants Canada, Inc.	2486	30-Mar-15	Lasalle	Qc	Canada	North America
Total Lubricants Japan Company Ltd.	2086	30-Mar-15	Akasaka;Minato-Ku	Tokyo-To	Japan	Asia Pacific
Total Lubricants Usa, Inc.	2292	30-Mar-15	Linden	Nj	United States	North America
Total Mexico Sa De Cv	386	30-Mar-15	Zona Industrial Zona Industrial;Guadalajara	Jal	Mexico	North America
Total Oil Asia-Pacific Pte Ltd	2068	30-Mar-15	Singapore		Singapore	Se Asia
Total Oil India Pvt. Ltd.	1159	30-Mar-15	Kurla East;Mumbai	Maharashtra, Mumbai	India	South Asia
Toyota Asia Pacific Oil Co., Ltd	2698	30-Mar-15	Yangmei		Taiwan, Republic Of China	Asia Pacific
Toyota Motor Corporation	743	30-Mar-15	Nagoya	Aichi Prefecture	Japan	Asia Pacific
Toyota Motor Sales, Usa Inc	300	30-Mar-15	Torrance	Ca	United States	North America
Tractor Supply Company	640	30-Mar-15	Brentwood	Tn	United States	North America
Trinidad & Tobago National Petroleum Marketing Company Limited	2496	30-Mar-15	Port-Of-Spain		Trinidad And Tobago	South America
Trli Enterprise Co., Ltd	3023	30-Mar-15	Kaohsiung Hsien		Taiwan, Republic Of China	Asia Pacific
Truck Pro, Inc.	2580	30-Mar-15	Memphis	Tn	United States	North America
Trust Company Ltd	804	30-Mar-15	Sanbu-Gun	Chiba Pref	Japan	Asia Pacific
Tupo Lubricant Co., Ltd	2753	30-Mar-15	Daxingqu;Beijing City	Beijingshi	People'S Republic Of China	Asia Pacific
Turvo Oil	2647	30-Mar-15	Singapore		Singapore	Se Asia
U & P Private Limited	2210	30-Mar-15	Singapore		Singapore	Se Asia
U.S. Global Petroleum, Inc.	2495	30-Mar-15	Franklin Park	Il	United States	North America
U.S. Venture, Inc.	16	30-Mar-15	Appleton	Wi	United States	North America
Uap Inc	697	30-Mar-15	Montreal	Qc	Canada	North America
United Grease & Lubricants Llc	2016	30-Mar-15	Ajman		United Arab Emirates	Middle East
United Oil Company Pte. Ltd	1139	30-Mar-15	Singapore		Singapore	Se Asia
Universal Lubricants Factory (Zinol) L.L.C.	2064	30-Mar-15	Sharjah 6527		United Arab Emirates	Middle East
Universal Lubricants Inc	36	30-Mar-15	Wichita	Ks	United States	North America
Valor Llc	3010	30-Mar-15	Owensboro	Ky	United States	North America
Valpercan Sl	858	30-Mar-15	Torre Vieja	Alicante	Spain	Europe
Valu Merchandisers Inc	1125	30-Mar-15	Denver	Co	United States	North America
Valvoline Company	28	30-Mar-15	Lexington	Ky	United States	North America

## API's EOLCS Program Licensees

COMPANY NAME	LICENSE #	EXPIRATION	CITY	STATE/PROVINCE	COUNTRY	REGION
Veedol International Limited	2789	30-Mar-15	Glasgow		United Kingdom	Europe
Vextrom Corporation	2508	30-Mar-15	Miramar	Fl	United States	North America
Vial Oil Ltd	2002	30-Mar-15	Fryazino	Moskovskaya	Russian Federation	Europe
Vic-Hung Petroleum Chemical Co. Ltd.	2190	30-Mar-15	Taipei	Taiwan	Taiwan, Republic Of China	Asia Pacific
Viscosity Oil Company	253	30-Mar-15	Willowbrook	Il	United States	North America
Wakefern Food Corp.	785	30-Mar-15	Monroe	Nj	United States	North America
Wako Chemical Company Ltd	603	30-Mar-15	Odawara	Kanagawa	Japan	Asia Pacific
Wal-Mart Stores, Inc	293	30-Mar-15	Bentonville	Ar	United States	North America
Wallis Lubricants Llc	3040	30-Mar-15	Pacific	Mo	United States	North America
Wal-Mart Canada Inc	791	30-Mar-15	Mississauga	On	Canada	North America
Wangjiang (Zhongshan) Super Synthetic Oil Co., Ltd	2589	30-Mar-15	Kaohsiung		Taiwan, Republic Of China	Asia Pacific
Warco Products	3004	30-Mar-15	Tualatin	Or	United States	North America
Warren Distribution	163	30-Mar-15	Omaha	Ne	United States	North America
Warren Oil Company Inc	510	30-Mar-15	Dunn	Nc	United States	North America
Warren Unilube, Inc	209	30-Mar-15	West Memphis	Ar	United States	North America
Well From Industrial Inc.	2288	30-Mar-15	Kaohsiung		Taiwan, Republic Of China	Asia Pacific
Westec Distributors Inc	2617	30-Mar-15	Aldergrove	Bc	Canada	North America
Western Family Foods, Inc.	2797	30-Mar-15	Tigard	Or	United States	North America
Western Marketing, Inc.	2748	30-Mar-15	Tye	Tx	United States	North America
Western Petroleum Company	2678	30-Mar-15	Plymouth	Mn	United States	North America
Willbo Industrial Company Limited	2386	30-Mar-15	Taoyuan City		Taiwan, Republic Of China	Asia Pacific
Windward Petroleum	2308	30-Mar-15	Manchester	Nh	United States	North America
Wintak Petrochemical Group Ltd.	2627	30-Mar-15	Taipei		Taiwan, Republic Of China	Asia Pacific
Xado Ltd.	2215	30-Mar-15	Kharkov		Ukraine	Europe
Xiamen Rockies Oil Group Co., Ltd	2621	30-Mar-15	Zhangzhou Taiwanese Investment Zone, Jiaomei	Fujian	People'S Republic Of China	Asia Pacific
Xtreme Xrev International Corporation	2380	30-Mar-15	Singapore		Singapore	Se Asia
Xtroil Group Inc.	2774	30-Mar-15	Boca Raton	Fl	United States	North America
Yacco Sas	641	30-Mar-15	St Pierre Les Elbeuf		France	Europe
Yanase Seiyu Company Ltd	243	30-Mar-15	Sekime;Joto-Ku;Osaka-Shi	Osaka-Fu	Japan	Asia Pacific
Yazell Fluids Llc	2613	30-Mar-15	Amarillo	Tx	United States	North America
Yellow Hat Ltd	676	30-Mar-15	Yoshikawa	Saitama Prefecture	Japan	Asia Pacific
Yi Der Enterprise Co. Ltd	2345	30-Mar-15	Kaohsiung		Taiwan, Republic Of China	Asia Pacific
Yi-Chiu Chemical & Technical Co., Ltd.	2375	30-Mar-15	New Taipei City		Taiwan, Republic Of China	Asia Pacific
Ypfb Refinacion Sa	2005	30-Mar-15	Cochabamba		Bolivia	South America
Yun Shiang Enterprise Co., Ltd	2691	30-Mar-15	Taichung		Taiwan, Republic Of China	Asia Pacific
Yung Chen Wu Industrial Co., Ltd.	3055	30-Mar-15	Shulin Dist., New Taipei City		Taiwan, Republic Of China	Asia Pacific
Yung Chui Co., Ltd.	2418	30-Mar-15	New Taipei City		Taiwan, Republic Of China	Asia Pacific
Zafco Fzco	2293	30-Mar-15	Dubai		United Arab Emirates	Middle East
Zahren Corporation	221	30-Mar-15	Minamimori-Machi;Kita-Ku;Osaka-Shi	Osaka-Fu	Japan	Asia Pacific
Zecol Products Company	1097	30-Mar-15	Medina	Mn	United States	North America

Source: <https://engineoil.api.org/Directory/EolcsResults?accountId=-1>

## API International Trademark Registrations

Count	Mark	Country	Status	Application	Registration	Classes	Goods and Services	
1	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Argentina	Registered	2,112,333	1/6/1994	1,593,096	3/5/1996	4 Engine oils for motor vehicles in Class 4.
2	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Australia	Registered	621,547	2/1/1994	621547	1/12/1999	4 Certification of engine oils for motor vehicles
3	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Benelux	Registered	831,154	7/26/1994	555,974	7/26/1994	4 Certification of engine oils for motor vehicles
4	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Brazil	Registered	817901078	6/24/1994	817901078	8/27/1996	41.5 Consumer protection services, namely, quality testing and certification of engine oils for motor vehicles
5	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Canada	Registered	737,671	9/30/1993	451,063	12/1/1995	A Engine oils for motor vehicles
6	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	China	Pending	N/A	N/A			A Engine oils for motor vehicles, in International Class A.
8	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	European Community	Registered	175695	4/1/1996	175695	4/1/1996	4,16,42 Lubricants and fuels; Printed matter, including stationery, instructional and teaching material (except apparatus), and technical publications; certification and testing services, including certification and testing of engine oils for motor vehicles
9	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	France	Registered	94/507,136	2/18/1994	94507136	2/18/1994	4 Engine oils for motor vehicles
10	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Germany	Registered	A56131/4Wzu	1/7/1994	2,087,402	12/15/1994	4 Engine oils for motor vehicles
11	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Hong Kong	Registered	00369/99	1/14/1999	2004C05660	1/14/1996	4 Certification of engine oils for motor vehicles
13	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	India	Pending	629,970	6/3/1994	N/A		4 Certification of engine oils for motor vehicles
14	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Italy	Registered	F194C/909	9/28/1994	721889	8/28/1997	4 Engine oils for motor vehicles
15	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Japan	Registered	5-87124	8/24/1993	3151805	5/31/1996	4 Engine oils and liquid fuels
16	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Japan	Registered	7-16136	2/21/1995	4138547	4/28/1998	42 Quality testing and certifying engine oils for motor vehicles
17	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Korea	Registered	94-656	1/7/1994	328,839	12/11/1995	40 Engine oils for motor vehicles
18	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Mexico	Registered	188,336	1/19/1994	499,424	7/27/1995	4 Engine oils for motor vehicles
19	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Russia	Registered	2010718958	6/11/2010	445520	10/11/2011	42 Certification and quality assurance services for engine oils, in International Class 42
20	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Saudi Arabia	Registered	27,074	11/5/1994	378/61	6/12/1996	4 Engine oils for motor vehicles
21	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Singapore	Registered	5/372/94	1/17/1994	T94/003721	1/17/1994	4 Engine oils for motor vehicles
22	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Spain	Registered	1,799,390	1/19/1994	1,799,390	4/3/1995	42 Certification of engine oils for motor vehicles
23	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Taiwan	Registered	83005747	2/5/1994	8	10/1/1995	4 Certification of engine oils for motor vehicles
24	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Thailand	Registered	276,774	11/30/1994	Kor41,482	11/30/1994	4 Certification of engine oils for motor vehicles
25	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	United Kingdom	Registered	1,558,751	1/8/1994	1,558,751	10/8/1999	4 Engine oils in Class 4.
26	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	United States	Registered	74/252,429	3/5/1992	1,864,428	11/22/1994	A Engine oils for motor vehicles
27	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Design	Venezuela	Registered	6915-95	5/19/1995	P192280	10/31/1996	4 Engine oils for motor vehicles
28	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Starburst	Pakistan	Pending	285466	6/30/2010	N/A		4 Engine oils, in International Class 4.
29	AMERICAN PETROLEUM INSTITUTE CERTIFIED and Starburst	United Arab Emirates	Registered	108205	2/27/2008	126828	12/15/2010	4 Engine oils for motor vehicles, in International Class 4.
30	API SERVICE and Design	Argentina	Registered	1,909,647	2/23/1994	2,528,572	7/29/1994	4 Engine oils for motor vehicles in Class 4.
31	API SERVICE and Design	Australia	Registered	623,036	2/21/1994	623036	1/12/1999	4 Certification of engine oils for motor vehicles
32	API SERVICE and Design	Benelux	Registered	822,831	2/28/1994	546,345	2/28/1994	4 Certification of engine oils for motor vehicles
33	API SERVICE and Design	Brazil	Registered	817709967	2/28/1994	817709967	6/9/1998	41.5 Consumer protection services, namely, quality testing and certification of engine oils for motor vehicles
34	API SERVICE and Design	Canada	Registered	748,200	2/24/1994	452,130	12/22/1995	A Engine oils for motor vehicles
35	API SERVICE and Design	China	Registered	94079129	8/12/1994	832,120	4/21/1996	4 Certification of engine oils for motor vehicles
36	API SERVICE and Design	Egypt	Registered	253675	11/23/2010	253675	1/21/2014	4 Engine oils for motor vehicles in Class 9.
37	API SERVICE and Design	Egypt	Registered	253676	11/23/2010	253676	1/21/2014	42 Certification and quality assurance services of engine oils for motor vehicles in Class 42.
38	API SERVICE and Design	European Community	Registered	175745	4/1/1996	175745	4/1/1996	4,16,42 Lubricants and fuels; Printed matter, including stationery, instructional and teaching material (except apparatus), and technical publications; certification and testing services, including certification and testing of engine oils for motor
39	API SERVICE and Design	France	Registered	94/507,137	2/18/1994	94507137	2/18/1994	4 Engine oils for motor vehicles
40	API SERVICE and Design	Germany	Registered	A56404/4Wz	2/21/1994	2,905,123	4/28/1995	4 Engine oils for motor vehicles
41	API SERVICE and Design	Hong Kong	Registered	2241/94	8/31/1993	C00079	8/31/1993	4 Engine oils for motor vehicles
42	API SERVICE and Design	India	Registered	627,132	5/3/1994	627132	5/3/2004	4 Engine oils for motor vehicles
43	API SERVICE and Design	Italy	Registered	F194C/910	9/28/1994	721890	8/28/1997	4 Engine oils for motor vehicles
44	API SERVICE and Design	Japan	Registered	6-19716	2/28/1994	3325771	6/27/1997	4 Engine oil for motor vehicles; other industrial oils
45	API SERVICE and Design	Korea	Registered	94-7709	2/26/1994	314,001	5/23/1995	4 Engine oils for motor vehicles
46	API SERVICE and Design	Mexico	Registered	192,169	2/28/1994	575249	4/6/1998	4 Engine oils for motor vehicles
47	API SERVICE and Design	Pakistan	Registered	219767	5/17/2006	219767	3/17/2006	4 Engine oils, lubricants, and gasoline, in International Class 4.
48	API SERVICE and Design	Pakistan	Registered	219767	4/5/2006	219767	3/17/2006	4 Engine oils, in International Class 4.
49	API SERVICE and Design	Russia	Registered	2010718957	6/11/2010	431261	6/11/2010	42 Certification and quality assurance services for engine oils, in International Class 42
50	API SERVICE and Design	Saudia Arabia	Registered	27,073	11/5/1994	378/60	6/12/1996	4 Engine oils for motor vehicles
51	API SERVICE and Design	Singapore	Registered	T9401921Z	3/8/1994	T9401921Z	3/8/1994	4 Engine oils for motor vehicles
52	API SERVICE and Design	Spain	Registered	1,806,184	2/26/1994	1,806,184	2/26/1996	4 Engine oils for motor vehicles
53	API SERVICE and Design	Taiwan	Registered	83008633	2/28/1994	6	9/1/1995	4 Certification of engine oils for motor vehicles
54	API SERVICE and Design	Thailand	Registered	276,773	11/30/1994	Kor40,718	11/30/1994	4 Certification of engine oils for motor vehicles
55	API SERVICE and Design	United Arab Emirates	Registered	108662	3/6/2008	102387	4/25/2010	4 Engine oils in International Class 4.
56	API SERVICE and Design	United Kingdom	Registered	1,563,275	2/23/1994	1,563,275	10/22/1999	4 Oils, engine oils, lubricant oils, industrial greases; lubricants; engine oils for motor vehicles; petroleum products; derivatives of all the aforesaid goods
57	API SERVICE and Design	United States	Registered	74/431,470	8/31/1993	1,868,779	12/20/1994	A Engine oils for motor vehicles
58	API SERVICE and Design	Venezuela	Registered	15259-94	11/16/1994	P187600	2/9/1996	4 Engine oils for motor vehicles
59	API SERVICE ENERGY CONSERVING and Design	United States	Registered	74/431,469	8/31/1993	1,872,999	1/10/1995	A Engine oils for motor vehicles

Source: American Petroleum Institute Trademark Inventory